

# **WALTHAMSTOW ST JAMES**

## **CONSERVATION AREA APPRAISAL**



**April 2014**

**LONDON BOROUGH OF WALTHAM FOREST**

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# **WALTHAMSTOW ST JAMES CONSERVATION AREA APPRAISAL**

## **INTRODUCTION**

The Walthamstow St James Conservation Area was designated by the London Borough of Waltham Forest in September 2002.

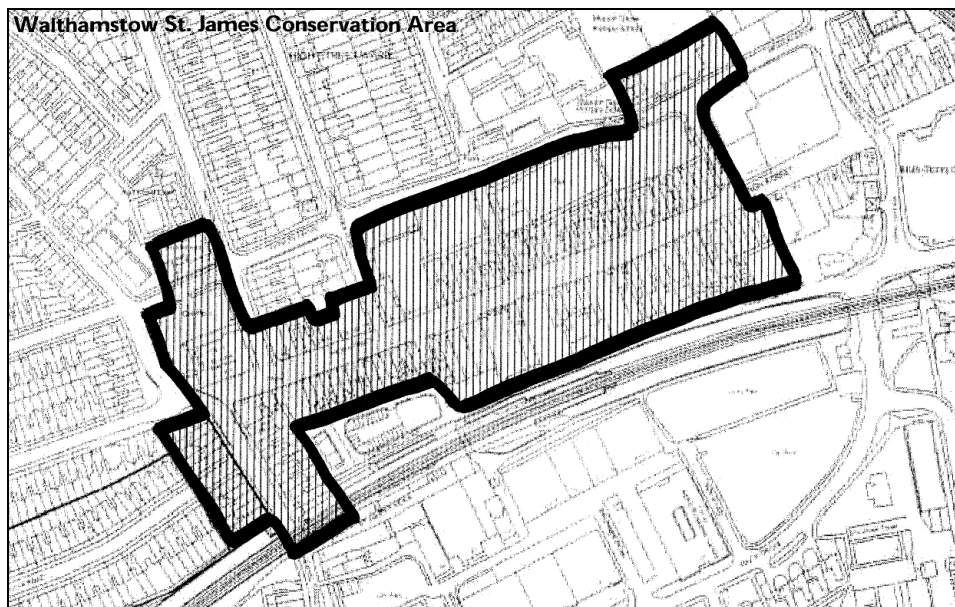
### **Location**

The Walthamstow St James Conservation Area is located at the western end of Walthamstow High Street. The Conservation Area is served by St James's Street Railway Station and is located on the London Liverpool Street to Chingford Line.

The Conservation Area comprises the following properties:

- Main building - Mission Grove Primary School
- Land south of Mission Grove; including car park
- Former Buxton Road Bingo Hall
- Car park and service area of 43-49 High Street
- 1-9 Clock House
- 13 Pretoria Avenue
- Car park at 12 Mission Grove
- High Street; 7-107 (odd) and 2-96 (even)
- St James Street; 7-23 (odd)
- St James Street station buildings (on the northern side of the railway bridge)
- St James Street; 2- 20 (even)

The Conservation Area Boundary is as follows:



**Figure 1: Conservation Area Boundary**

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## **The purpose of this document**

Conservation Areas are "areas of special architectural or historic interest, the character and appearance of which it is desirable to preserve or enhance" as set out in the Planning (Listed Buildings & Conservation Areas) Act 1990.

The Act states that it shall be the duty of a local planning authority from time to time to review and to determine whether any parts or any further parts of their area should be designated as conservation areas; and, if they so determine, they shall designate those parts accordingly.

Under the same Act the Council has a duty to publish proposals for the preservation and enhancement of Conservation Areas (Management Plan). The Management Plan for this Conservation Area will be prepared and published at a later date.

The National Planning Policy Framework 2012 (NPPF) outlines the government's intentions regarding planning policy. The NPPF has a presumption in favour of sustainable development.

A Conservation Area is classed as a Designated Heritage Asset within the NPPF. Paragraph 137 states that local planning authorities should look for opportunities for new development within Conservation Areas and within the setting of heritage assets to enhance or better reveal their significance. It goes on to say that proposals that preserve those elements of the setting that make a positive contribution to or better reveal the significance of the asset should be treated favourably.

Paragraph 138 further states that not all elements of a Conservation Area will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area should be treated either as substantial harm under paragraph 133 or less than substantial harm under paragraph 134, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area as a whole.

The Conservation Area Appraisal defines and analyses the special architectural and historic interest of the Conservation Area according to guidance published by English Heritage, it seeks to define the elements of the Conservation Area which have the most significance and as such makes a positive contribution to the asset as a whole. The appraisal also explores options for altering the boundary of the Conservation Area and justifies its designation as a Conservation Area.

Together, the Conservation Area Appraisal and Management Plan are material considerations in the planning process and provide a sound basis for planning policies, decisions and appeals.

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## Public consultation

The Document was on public consultation from 2 December 2013 until 17 January 2014. A public meeting/drop in session was held on 11 December 2013. Four submissions were received and their suggestions have been taken onto consideration.



Home > News > December 2013 > Walthamstow St James Conservation Area consultation

### Walthamstow St James Conservation Area consultation

2 December 2013 In Consultation

#### Background

The western end of Walthamstow High Street and some of St James Street was designated as a Conservation Area in September 2002.

It is the duty of the Council from time to time to formulate and publish proposals for the preservation and enhancement of Conservation Areas; these documents are known as Conservation Area Appraisals and Management Plans.

The Council has recently prepared a Conservation Area Appraisal for the Walthamstow St James Conservation Area which includes a proposed boundary change and suggestions for some additions to the list of buildings of local architectural or historic interest. The Management Plan will be prepared and consulted on at a later date.

#### Conservation Area Appraisal

You can access a copy of the Conservation Area Appraisal document in the following ways:

- Online
- Phone/email: either contact Jacinta Fisher, Conservation Officer on 0205 496 6727/6728 or email [urbandesign@walthamforest.gov.uk](mailto:urbandesign@walthamforest.gov.uk) to request an electronic or hard copy
- Locally: Some copies will also be available for viewing at The Mill, T-11 Coppermill Lane, E11 7HA

#### Have Your Say

We are consulting local residents and businesses from now until 17 January 2014. We would like to hear your views.

The following questions may assist you in giving your views although if there are any other issues or comments that you would like to raise we would like to hear them too.

- What do you think are the main issues and problems in the Walthamstow St James Conservation Area that are of concern to you?
- How do you think the Conservation Area can be improved?
- Do you think the boundary of the Conservation Area should be amended and if so, how?
- Do you have any additional suggestions for the list of buildings of local architectural or historic interest (Local List)?

Please e-mail your comments to [urbandesign@walthamforest.gov.uk](mailto:urbandesign@walthamforest.gov.uk)

Alternatively, you can write to:  
Jacinta Fisher, Conservation Officer  
Room G05  
Sycamore House  
Town Hall complex  
Forest Road  
Walthamstow, E11 4JF

#### Drop-In Session

There will be an opportunity for local residents and businesses to discuss or raise any issues at a drop in session on Wednesday 11 December 3.30pm-5.30pm at:  
The Mill  
T-11 Coppermill Lane  
Walthamstow, E11 7HA

## SUMMARY OF SPECIAL INTEREST

The Walthamstow St James Conservation Area is a historically important commercial area containing some fine examples of nineteenth and early twentieth century architecture.

This area of the town centre was developed in response to the introduction of the railways. Many of the properties were constructed by the Warner family and have distinctive 'W' markings. The mix of retail, café, office, residential uses and lively market stalls contributes to a bustling atmosphere on the High Street and the area's special character. The physical character of St James Street is generated by the strong curving form of the street itself and the sense of movement which it generates with the railway bridge and the adjacent three storey blocks which provides a strong sense of enclosure.



Figure 2: 'W' Marking

There are a number of heritage assets within the Conservation Area as follows:

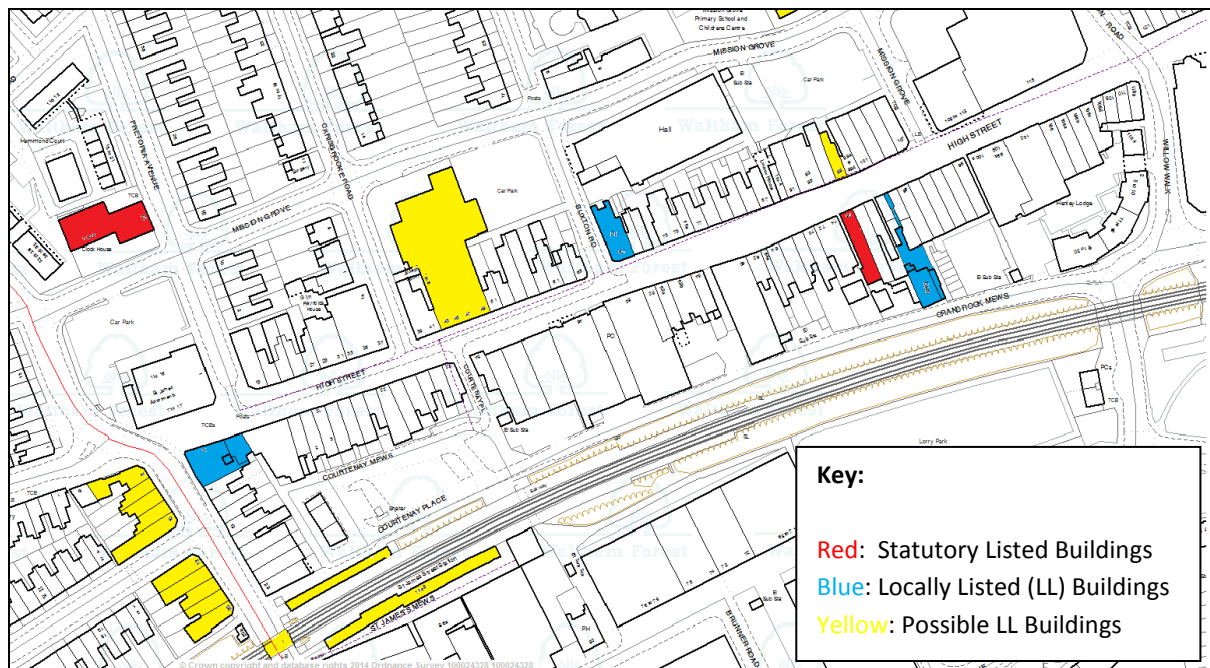


Figure 3: Heritage Assets

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Statutory Listed (red on the above map):

Clock House (Grade II) - Pretoria Avenue E17  
L Manze Pie and Mash Shop - 76 High Street E17

Locally Listed (blue on the above map):

Embassy Social Club - 2 High Street E17  
The Cock Tavern - 67 High Street E17  
Walthamstow Working Mens Club & Institute - r/o 82/84 High Street E17  
L Manze Pie and Mash Shop - 76 High Street E17 (also Grade 2 Listed)

Possible Future Local Listing (yellow on the above map):

Mission Grove Primary School  
2-10 St James Street  
12-20 St James Street  
99 High Street - Former Salvation Army Headquarters  
43-49 High Street (Lidl)  
Walthamstow St James Station and Railway Bridge

Archaeological Priority Zone

The entire Conservation Area is located within an Archaeological Priority Zone.

The Walthamstow St James Conservation area is located adjacent to the Leuca Road Conservation Area which is made up entirely of residential Warner housing.



## History

Land at the eastern end of the High Street (then called Marsh Street) was developed by prosperous landowners for country retreats within a carriage ride of their city businesses during the 17<sup>th</sup> and 18<sup>th</sup> centuries. In contrast, groups of small, cheaply constructed cottages were located at the western (lower) end of the High Street; some were occupied by workers employed at the Watermill sited at the end of what is now Coppermill Lane.

Later on, during the late 18<sup>th</sup> and early 19<sup>th</sup> century several large houses for the wealthy were erected at the western (lower) end of Marsh Street. The Grade II listed Clock House; the Walthamstow home of the Warner family was one of those properties. This Regency villa designed by F Hurlbatt originally occupied over six acres of grounds which fronted directly onto Marsh Street.

Like many London villages, Walthamstow evolved as a linear settlement. The line of Marsh Street is present on the earliest maps of the area including John Roque's survey of the mid 1740s, Chapman and Andre's map dated 1777 and Coes Map of Walthamstow dated 1822.



Figure 4: Chapman and Andre Map 1777



By 1851 the population of Walthamstow was nearly 5000 and in every subsequent decade until 1901 the population doubled. The Great Eastern Railway opened a branch line from Lea Bridge to Shernhall Street in 1870 with the viaduct running roughly parallel to the High Street to the south. Two stations were built, at St. James Street and Hoe Street (now named Walthamstow Central), at either end of Marsh Street. As such, the greatest period of growth occurred following the introduction of the railways (between 1871 and 1911).

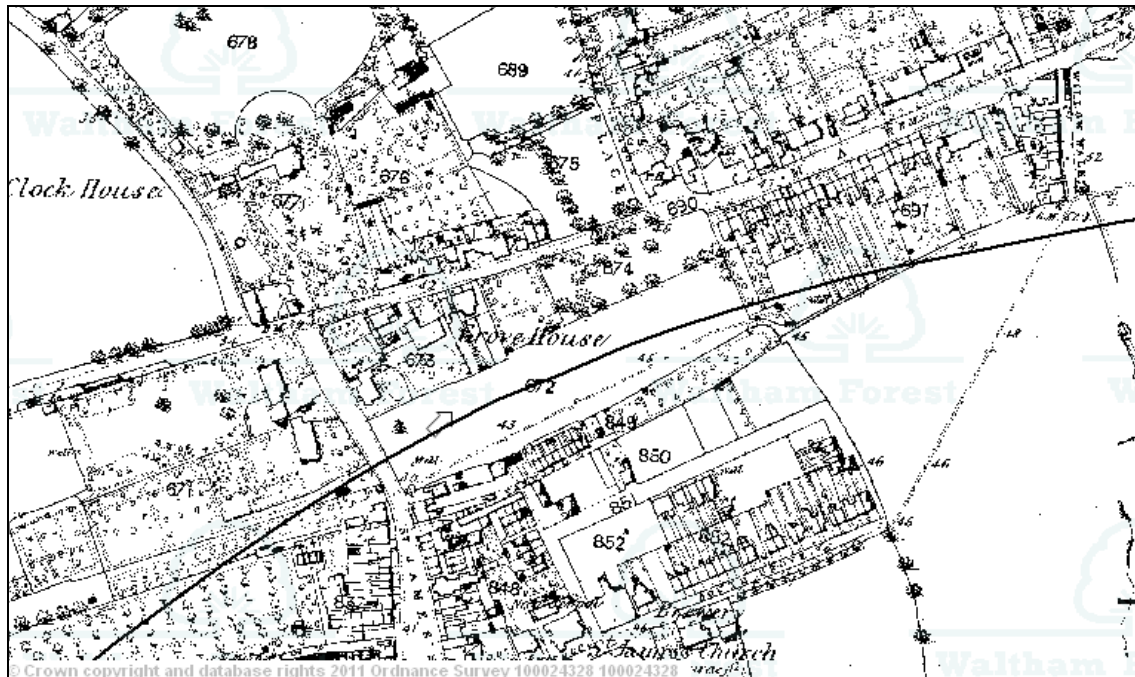


Figure 5: Ordnance Survey Extract 1863-1886

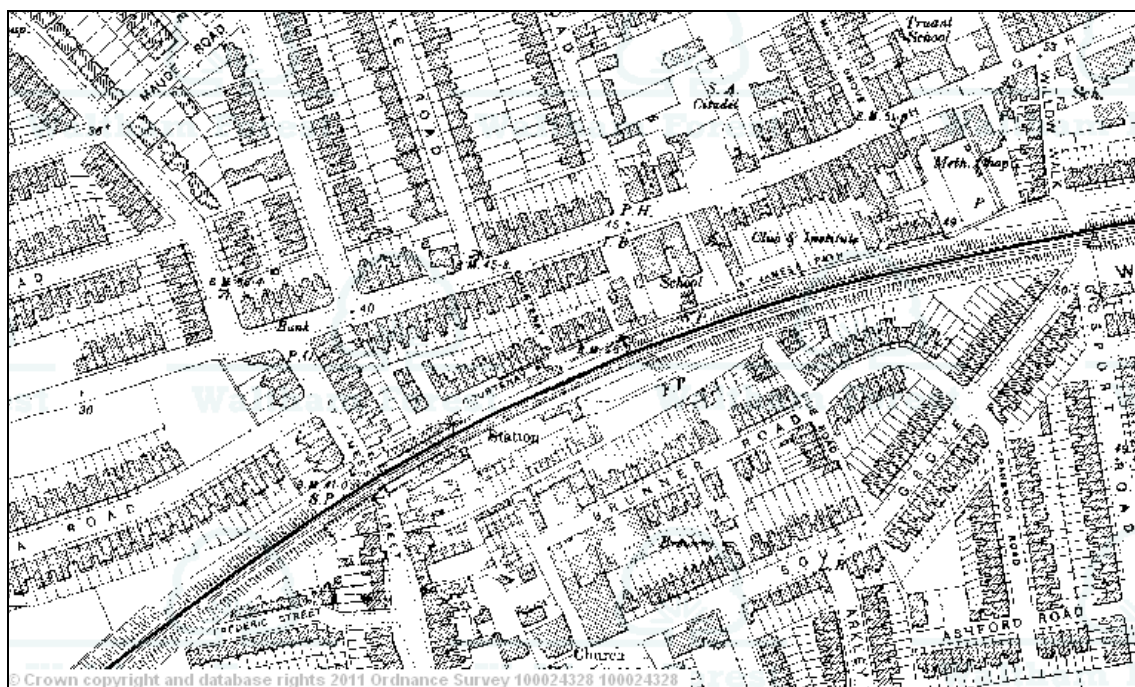


Figure 6: Ordnance Survey Extract 1896-1897

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Marsh Street was named because it led from St. Mary's church in Walthamstow village, down to the Lea marshes and the watermill. It was concentrated between two north-south roads, St. James Street to the west and Hoe Street to the east. Marsh Street was renamed High Street on 22 December 1882, which confirmed its status as the main shopping centre in Walthamstow.

With the arrival of the Great Eastern Railway in 1870 the character of the area changed rapidly. At the turn of the century, trams operated at the western end of the High Street in conjunction with the St. James Street station. For some time speculative builders had been erecting rows of small houses on either side of Marsh Street, and this process accelerated with the improved access to the City provided by the railway. The two nodes which the railway created (at Hoe Street and St James Street) meant that retail and residential development spread outward from these transport interchanges.

Large houses were already being demolished or adapted to form shops in what was by then a growing shopping street. In the 1880s T.C.T. Warner, one of the largest landowners in Walthamstow, began to develop the Clock House estate for housing. Warner subsequently built many locally distinctive streets of terraced houses in the area, including Leucha Road which is in a separate Conservation Area. Warner also constructed the substantial and distinctive shopping terraces 2-20 St James St and 1-37 High St which display the noted 'W' (for Warner) mark and other embellishments. The original Clock House still survives on the corner of Pretoria Avenue and Mission Grove now devoid of its extensive grounds.



**Figure 7: Warner Properties Walthamstow High Street (circa 1900)**

Market stalls are first mentioned on Walthamstow High Street in 1885 to serve the growing residential areas to the north and west. By 1890 regulations were necessary to prevent the frequent fights that broke out between potential



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stallholders trying to claim the best sites. The market today is the longest street market in England. The market ties the whole of the High Street together, enforcing the linear and economic character and giving it continuity. However, it should be noted that the market activity is mostly concentrated outside of the Conservation Area.

As the High Street grew in importance other public facilities were established along its length, including two schools, a public library, a public baths, numerous places of worship and of public entertainment, some of which have been demolished. A Salvation Army Citadel, designed by W Gilbee Scott was built between 1891 and 1892 at the western end. The Citadel remained in use until 1958. The frontage still survives today in a much altered form but is a landmark building within the Conservation Area.

The Prince's Pavilion, an early picture theatre was built to the rear of the Cock Tavern with access from a narrow alleyway between 87 & 91 High St. This was demolished in 1930 and replaced by a new cinema designed by Clifford Aish called the Dominion which was later used as a Bingo Hall. The Art Deco entrance still survives in Buxton Road although the building is now disused. This site has been included in the proposed submission draft Walthamstow Area Action Plan as an opportunity site for redevelopment.



**Figure 8: Buxton Bingo Hall**

The latter half of the 19<sup>th</sup> century was notable for the establishment of Working Men's Clubs. The first Working Men's Club in the country was established Henry Solly, founder of the Club & Institute Union in Marsh Street (now Walthamstow High

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Street) in 1862. Part of the Club Rooms survive to the rear of 82 & 84 High Street and is Locally Listed.

Mission Grove Primary School was one of many new schools erected in 1906 by the Local School Board to cater for the rapidly increasing population of the time and survives largely as built. The school was used for many years as a school for the daughters of Missionaries. The main 1906 school building has been identified for potential Local Listing.

Once the High Street had become established as a thriving market, chain stores were attracted to the area, and in the early years of the 20<sup>th</sup> century Woolworths, Sainsburys, the Co-Operative and Marks & Spencer all established stores at the western end. Woolworth's occupied the most prominent site at 1-3 High Street until it was demolished in 1974 to facilitate the "straightening out" of St James St. All that survives today of this Art Deco building is a vertical strip of faience and a scar on the end wall of 7 High Street (International Supermarket).



Figure 9: Original Woolworth's Store (1920s)

The Victoria underground line from Warren Street to Walthamstow opened in 1968 and Hoe Street station was subsequently renamed Walthamstow Central which combined both over and underground railways.

Development within the area continues to this day, although the main shopping area of the High Street is now firmly at the eastern end, close to Walthamstow Central Station, following the development of the Selborne Walk shopping centre in the 1980s, the Town Square & gardens and the Bus Station. Current development in this area includes 'The Scene' development on the former Arcade site on the corner of the Hoe Street and the High Street.

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## **SPATIAL CHARACTER**

### **Introduction**

The character of the Conservation Area is created by the cumulative effect of its buildings, streets, public realm, trees and views which can be harmed by insensitive alterations to any of these elements. This section analyses those spatial characteristics that provide the setting to the buildings and in turn contributes to the character and appearance of the Conservation Area that we seek to preserve or enhance.

### **Built Spatial Character**

The stretch of High Street within the conservation area is broad and straight, with a gentle rise to the east, which makes for a unified spatial experience. The frontages are permeable, and the blocks on the north side open up to quieter residential streets behind. There is less permeability to the south side of the street because of the railway viaduct and a significant lack of frontage space by St James Street Station which is used as a bus interchange.

The St James Street section of the conservation area is different to that of the High Street. The spatial character of this area is generated by the strong curving form of the street, tightly enclosed by three-storey blocks near the station which then opens out towards the north. This sense of movement generated by the form of the roadway and the contrast between enclosure and relatively open spaces is distinctive and contributes to the conservation area's quality of place. The railway line is located close behind the buildings on the south side of High Street which creates a sense of enclosure as it crosses the railway bridge over St. James Street. This curve was originally much more acute, but post-war road widening at the west end of nos. 1-7 High Street reduced the angle of the carriageway.



**Figure 10: Warner properties on St James Street**

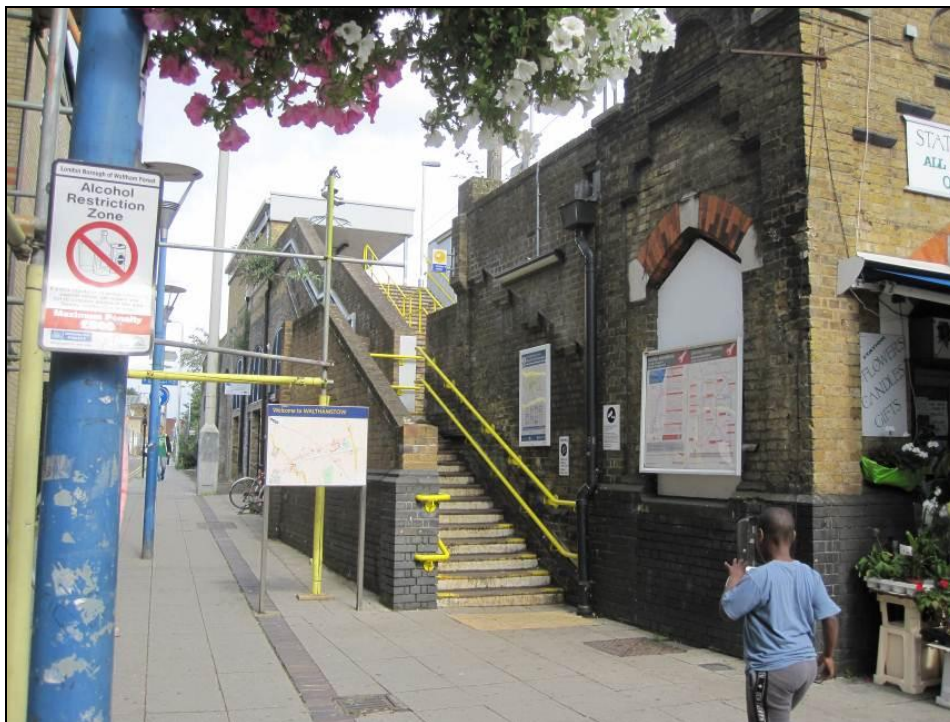


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The Conservation Area reads as a series of comparable units of similar proportions and the traditional shop frontages are approximately 5.5m in width. The vertical division of terraced properties is expressed in the shopfronts below which creates a strong rhythm. Where this vertical articulation has been lost, for example, by the installation of a single shop front spanning two or more units such as at nos. 7-17 High Street, obscuring the pilasters and damaging the coherence of the shop units the visual integrity of the area is compromised.

The position of the buildings in relation to the back edge of the footpath varies across the Conservation Area. In some places, the shopfront is virtually in the same plane as the building front, in other places the shopfront projects forward of the building line, which adds pleasing variety to the streetscape.

The High Street was pedestrianised in the mid 1980s. The hard surface is a mixture of concrete slabs and clay blocks. The street width varies somewhat, but within the conservation area, and throughout the High Street as a whole, there is a consistent change in level, a steady, gentle rise from west to east. This reinforces the spatial character of the street and its direction. The approach to St James Street station is via staircases from St James Street on either side of the railway bridge. The public realm in this location is concrete blockwork similar to the rest of St James Street and the High Street.



**Figure 11: Approach to St James Street Station**

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St James Street has through traffic and there are controlled pedestrian traffic lights leading from the end of the High Street to near the junction of Coppermill Lane. This is a busy pedestrian crossing point and is the gateway to the western end of the Walthamstow St James Conservation Area. Visually, this section of St James Street appears cluttered due the proliferation of bollards, guard rails, rubbish bins and other signage. The addition of flower boxes on top of the guard rails has to some extent improved their visual quality.

The lack of strong character in the buildings within the central stretch of High Street which date to the late Victorian period was likely to have been caused by the meeting place of the extremities of the nodes created by the stations at the Hoe Street and St James Street end. This weakness is accentuated nowadays by poor quality mid-twentieth century building, mostly outside of the Conservation Area.

The railway line between St James Street Station and Walthamstow Central Station runs close behind the south elevation to the High Street at the western end. This has created a narrow strip of land facing the railway embankment, with no ways through which was not as appealing to developers thus, limiting the potential for development on the southern side of the High Street. This is also the reason building ranges and styles are more variable on the southern side. The northern side of the High Street has a much greater permeability, with frequent breaks in the frontage leading through to extensive residential areas. Architecturally, the north side, especially at the west end, is stronger than the south.



## Views

There are several noteworthy views typical of a commercial shopping street within the Conservation Area.

### View 1

The view north towards 7-17 High Street (International Supermarket) from St James Street. This view is punctuated by the richly decorated Warner mixed use development on the corner of St James Street and the High Street. The railway Bridge to the south and the three storey buildings to the east and west all serve to enclose this section of the Conservation area.



Figure 12: View 1



Figure 13: View 1 Map

## View 2

The view south along St James Street towards the railway bridge. This view both frames and encloses the area. This view is also visible from outside of the Conservation Area when walking south from Blackhorse Road Underground Station.



Figure 14: View 2



Figure 15: View 2 Map



### View 3

The view north along Pretoria Avenue to the Grade II listed Clock House building and attractive Victorian terrace dwellings. Both this important building and the avenue of trees framing Pretoria Avenue beyond are visible when looking along Pretoria Avenue from the High Street.



**Figure 16: View 3**



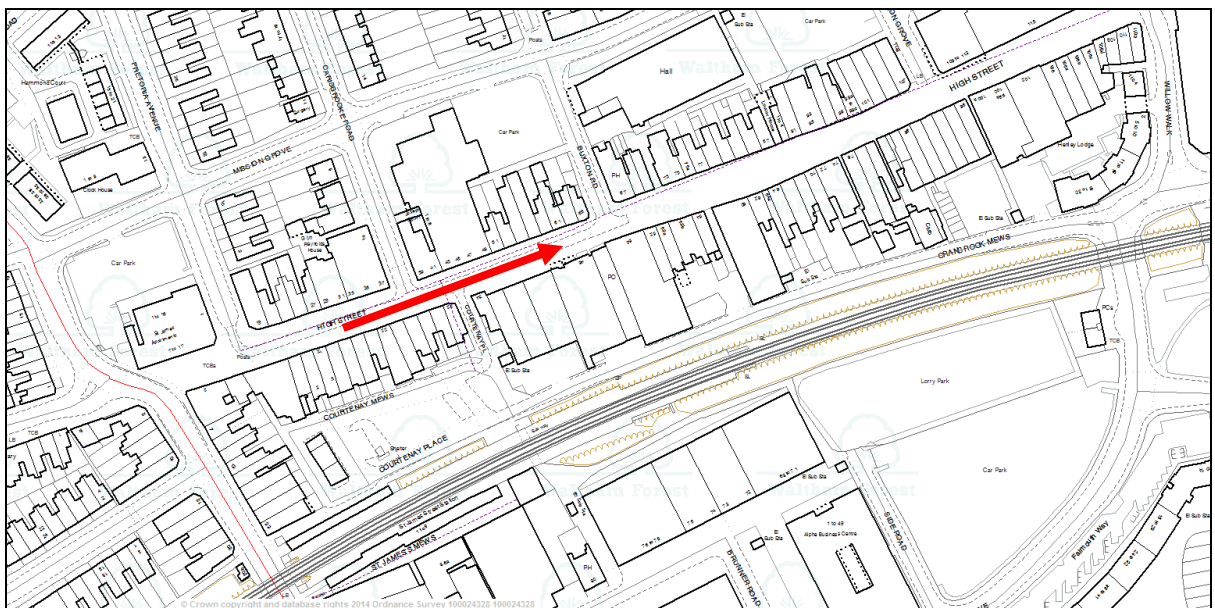
**Figure 17: View 3 Map**

## View 4

The view when walking east along the High Street towards Walthamstow Central. This view gives glimpses of the prominent former Salvation Army building to the north as well as the grade II listed L Manze pie and mash shop to the south of the High Street.



**Figure 18: View 4**



**Figure 19: View 4 map**



## View 5

The view north from the High Street to Mission Grove Primary School. In this view, the Victorian School is clearly visible as are glimpses of street trees both in front of the school and behind the shops just outside of the Conservation Area.



**Figure 20: View 5**



**Figure 21: View 5 Map**

## View 6

The view walking west along the High Street towards St James Street. This view looks towards the richly detailed Warner shops to the north, the art deco Oxfam building to the south of the Conservation Area and beyond that, the trees of Coppermill Lane.



Figure 22: View 6

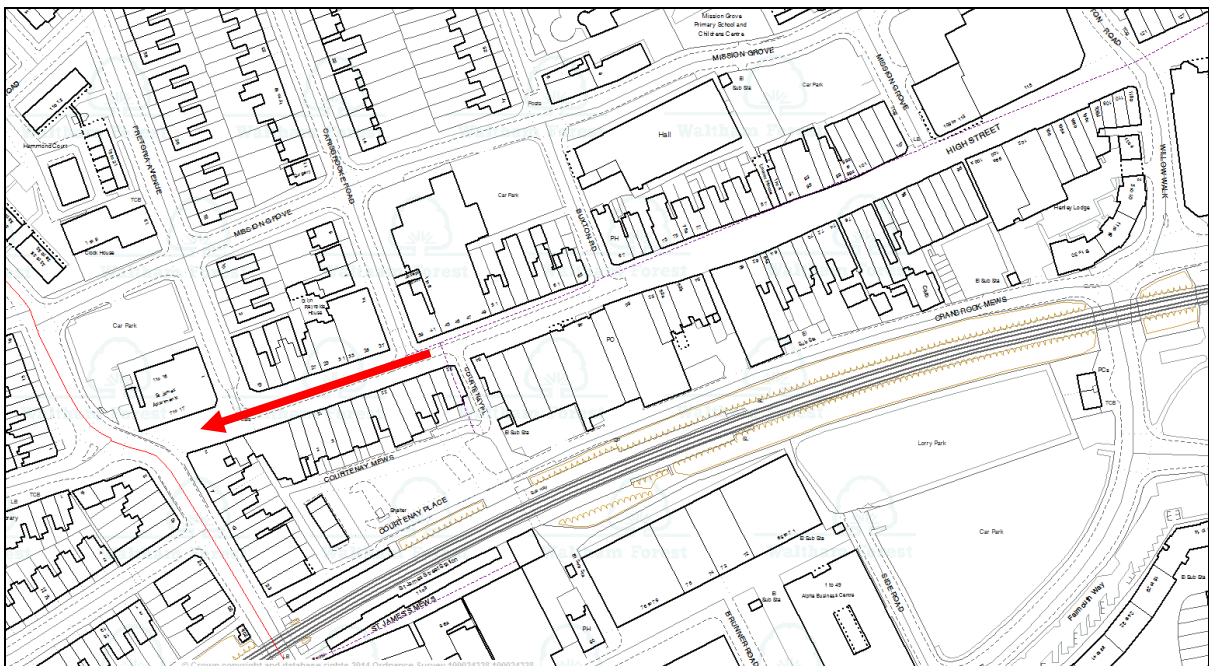


Figure 23: View 6 Map

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## **Trees and Green Space**

There are very few street trees within the Conservation Area. However, trees are visible on the outskirts of and outside of the Conservation Area.

Due to the highly urban character and development of the area, there is very little green space within the Conservation Area as there is very little undeveloped land even behind the shops.

St James's Park and the Walthamstow Wetlands are located within walking distance but are not visible from the Conservation Area.



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## ARCHITECTURAL CHARACTER

### Introduction

The most visible and well known aspect of any Conservation Area is its buildings. Most historic buildings within Conservation Areas contribute to their special interest and their loss would have an impact on the historic character of the area. Buildings making a positive contribution to the character and appearance of the Walthamstow St James Conservation Area are discussed in this section.

It should be noted that the omission of any particular building does not mean it is of no importance. Advice should always be sought before considering the alteration or demolition of any building from the Council's Conservation Officer or Development Management team.

### Building Uses

The majority of buildings in the Walthamstow St James Conservation Area have mixed uses. The ground floors tend to be comprised of commercial uses, such as retail units, cafes, restaurants and other services. The upper floors appear to comprise both office and residential accommodation.

Virtually all of the existing buildings along High Street were built as mixed development with residences over shops. This pattern of use broadly persists, with the addition of office uses often on upper floors. As each structure has its own shop front below, the serial nature of terraced construction is expressed at ground level.



Figure 24: Vibrant cafés on the High Street

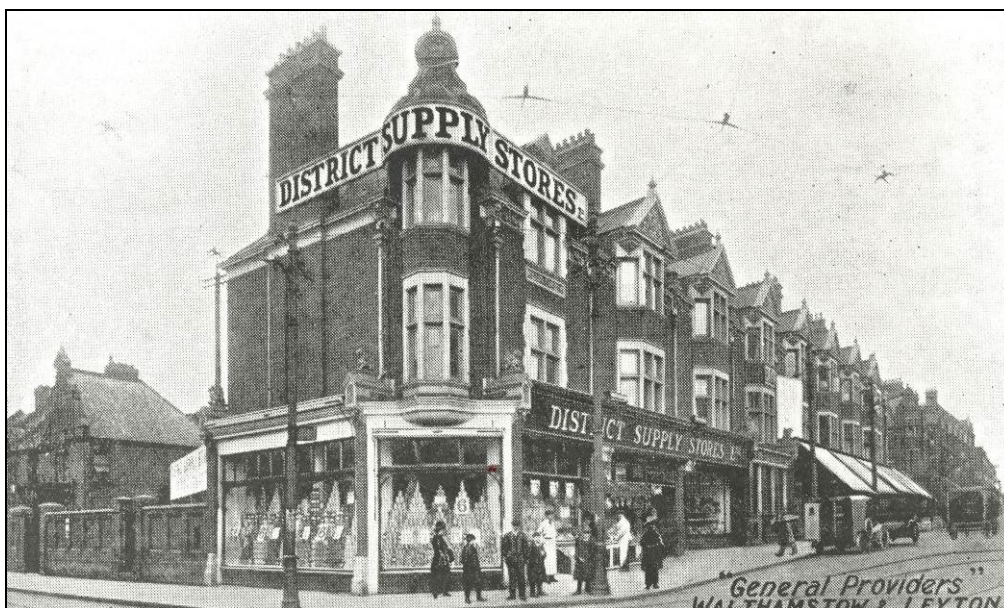


Figure 25: Walthamstow High Street (Circa 1915)

The Conservation Area has a mix of independent units with very few chain stores and few vacant shops. A vibrant café culture is evident during the day. The lively atmosphere created by buying and selling, from conventional shops to street vendors, is essential to the character of the conservation area. This retail activity continues outside of the Conservation Area along the High Street to its junction with Hoe Street. The market activity is less intensive within the boundary of the Conservation Area.

The Conservation Area contains one public house, the Locally Listed Cock Tavern. The Cock Tavern has a strong Victorian shopfront with well thought out signage. This building and associated stables were the recipients of funding through a Heritage Enterprise Regeneration Scheme (HERS) between 2002 and 2004/5. Despite having a vibrant daytime economy, the night time economy is more scattered and less evident.

## Shopfronts

The majority of shopfronts within the Conservation Area have changed considerably since the original shops were constructed. Over time much original detailing to cornices, corbels, fascias and stall risers have been lost. However, where original details survive, these can be replicated and reinstated elsewhere in the street.

Aluminium and uPVC shopfronts have been installed in some buildings. However, timber is a more sustainable and suitable material for shopfronts, particularly for historic buildings.

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The quality of signage and choice of illumination can also affect the character of the shopfront. Reflective materials and inappropriate lighting can detract from the historic character of the conservation area and give an inferior quality appearance to the area. There are many oversized, internally illuminated and inappropriate signs within the Conservation Area.



**Figure 26: Large inappropriate signage in the Conservation Area**

Shop owners and occupiers wishing to make their premises more secure has resulted in the installation of solid security shutters on some properties. However, these are generally unacceptable as they have a deadening effect on the appearance of streets. Where security measures are required, toughened, laminated glass or internal open mesh shutters can be installed. This allows light from the shops to penetrate the street and reinforces illumination from street lights helping to create active frontages and a safer place for people to walk at night.



## Shopfronts of Note

There are several shopfronts of note within the Conservation Area as follows:



Figure 27: Shopfronts of Note

L Manze - 76 High Street was established in 1929. This shopfront is an original 1920s shopfront with timber sash windows, traditional fascia sign, tiles stall riser and timber door. This is the most intact original shopfront on the High Street. It also contains a fine glazed tile interior and original fittings of good quality. This property is Grade II listed.

Lidl (former M&S) - has the remnants of a 1930s curved glass shopfront with granite stall riser which is visible on either side of the modern Lidl shopfront. This building is also interesting above fascia level as it is part of a 1880s terrace which was modernised and refaced in the 1930s and critical windows installed.



Figure 28: Lidl Shopfront

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The Cock Tavern - Built 1880, externally, the pub is still largely as built.



Figure 29: The Cock Tavern

Moonlight Food Store - 10 St James Street. This has an interesting stone shopfront and once housed a branch of Barclays bank. The shopfront is largely lost amongst the insensitive signage on the building.



Figure 30: Moonlight Food Store



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## Later Shopfronts of Note

Oxfam (former Burton) - 2 High Street. This is not the original shopfront but it still of interest.



Figure 31: Oxfam

Crest Charity Shop - 55 High Street. This shopfront probably dates from the 1950s and is typical of that time.



Figure 32: Crest Charity Shop

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Riccós café - 64 High Street. A Recessed timber and glass fronted shopfront.



Figure 33: Riccos Cafe

Déjà Vu Café - 75a High Street. An attractive timber shopfront.



Figure 34: Déjà Vu Cafe



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## Materials and details

There is some variety of architectural detail within the Conservation Area. The higher quality shopping parades/blocks were built in the last thirty years of the nineteenth century. In that period, rapid urban expansion, made a considerable impact on the built form of Walthamstow. Brick is the prevailing material within the Conservation Area, relieved by dressings in a contrasting material, render in places, in others stone and terracotta. Pitched roofs with dormers are conspicuous in several locations, designed to take natural slate, though many of these have been renewed in artificial slate and concrete tile.

The four Warner blocks which are located in St. James Street and the High Street have a strong resemblance to one another. The Warner properties on St James Street are richly detailed and include red brick chimneys with terracotta/clay chimney pots, decorative hoppers, stone relief sculptures, stone balustrades above bay windows, alternating bays at first floor round headed windows at second floor, Dutch gable details on the corner, corner shop door opening on landmark properties and a simple clock above the optician.



Figure 35: St James Street end of High Street

The Warner properties on the High Street are also richly detailed but are not as elaborate as those on St James Street. The details here include bay windows at first and second floors with finials, stone gables with relief sculptures, stone mullions and transoms, sculptured stone cornice with festoons, red brick chimney and terracotta/clay chimney pots. The pilasters are obscured by an oversized fascia.

## Buildings Making a Positive Contribution to the Conservation Area

The buildings listed below are those which are most important to the character of the conservation area:



Figure 36: Buildings Making a Positive Contribution to the Conservation Area

### St James's Street

Nos. 2-10 and 12-20 St. James's Street (evens - west side). These pendant blocks frame the mouth of Leuca Road and were built by the Warner estate. They are prominent landmark buildings with good quality detailing, a variety of materials and a lively, picturesque appearance that contributes materially to the quality of the area. Their once fine shop fronts have been degraded, and the distinctive terracotta griffons that were part of the original shopfront design are now largely gone.

St James Street Railway Station is a handsome Victorian Gothic structure of 1871, with railway arches to east, beside a footpath. It also includes a flower shop with an attractive Dutch gable feature.



Figure 37: St James Street Station

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## High Street, North Side

Numbers 7-17 High Street (St James Apartments), with nos. 19-37 High Street (odd) are a pair of three-storey plus dormer Warner-built blocks, comparable to nos. 2-10 and 12-20 St James's Street noted above. These properties were built as mixed use terraces, with residences over shops. The shops have distinctive terracotta griffons, some of which have been replaced. The long single shopfront to numbers 7-17 High Street has damaged the vertical articulation which is critical to the overall character of this Victorian shopping street.

Numbers 39-65 includes a three storey Italianate style terrace, built in the 1880s. Number 43-49 was refaced in 1930s to form a single frontage to a department store (M&S - now Lidl). The original sashes were replaced by the present steel (Crittall) windows and attractive shop front at that time. Although the amalgamation of single units into one frontage is not typical of the Victorian shopping street, the design is of some intrinsic merit.



**Figure 38: 39-65 High Street**

Number 67 High Street, the Cock Tavern is a characterful late Victorian public house and is one of the most complete historic buildings in the Conservation Area. Numbers 69-71 to the east were built at roughly the same time and have comparable features although they are in a degraded state.

Numbers 77-87 (odd) includes an 1880s terrace with projecting shopfronts. As with 4-22 High Street, opposite and to the west, the individual units are clearly separated by pilasters on the party walls. There are also lively cast stone details to the upper floors and finials to the shop fronts and party walls, many of which are now gone.



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Numbers 91-99 (odd) includes a Queen Anne revival block (circa 1880) with distinctive gabled pediments. The majority of the properties in this block are rendered.

Number 101 High Street is a former Salvation Army Citadel, a handsome turreted structure of circa 1890 which has been rendered.



**Figure 39: Former Salvation Army Headquarters**

Mission Grove School is a turn of the century charity school that closes a local view from the High Street.

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## High Street, South Side

Number 2 High Street is a stone (possibly artificial stone) faced corner block in the typical Art Deco Style of that era designed as a Burton's shop on the ground floor with billiard hall above. A characteristic of Burton shops is that they built their shops on prominent corner sites to maximise visibility and functions as a gateway building for the High Street.

Numbers 4-22 High Street (even) includes an 1880s mixed use terrace with lively cast stone detailing to window lintels and storey bands, and pilasters in contrasting brick on party walls. The roof dormers and stacks are prominent in longer views.



Figure 40: 4-22 High Street

Number 76 High Street, L Manze is the finest shop front and interior in the conservation area, dating to 1929. The upper floors are stepped back to provide visual interest and variety to the rows of terraces. This property is Grade II Listed.



Figure 41: L Manze 76 High Street

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## Conservation Area Boundary Review

It is considered that the whole of the St James Street Railway Station and the adjacent railway bridge should be included within the Conservation Area. At present, only the station to the north of the railway bridge is within the Conservation Area. The Station building is a red brick Victorian gothic style building with pointed windows. The railway station is an important component of the Conservation Area as it gives access to the area from London and Chingford. The railway bridge and station punctuate views from the conservation area when looking south down St James Street and as such are important to the character of the area.



Figure 42: St James Street Station Railway Bridge viewed from the southern and northern sides



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## CONCLUSION AND ASSESSMENT OF CONDITION

The Conservation Area suffers from many inappropriate interventions and lack of maintenance. Overly large shop fascias, projecting signs, external security shutters, proliferation of advertising material, satellite dishes facing the street, inappropriate colour schemes and alterations to original windows, doors, and roofs are some of the more obvious things that impact adversely on the character and appearance of the area and need to be avoided.



Figure 43: Over dominant fascia signs

Overly dominant advertising is visible in the Walthamstow St James Conservation Area and includes over large fascia signs, projecting signs and advertising on bus stops/phone boxes etc advertisements. This is particularly evident on St James St where large advertising hoardings have been installed at either end of the conservation area on the returns of shopping parades.



Figure 44: Large advertisement hoardings on side of building



Deteriorating building fabric is an obvious problem within the Conservation Area, many of the properties suffer from lack of proper maintenance, the use of improper materials, or inappropriate repair and maintenance techniques particularly at first floor level and above. Many properties have inadequate or missing rainwater goods, which have produced obvious defects. Clogged and failing parapet gutters as well as vegetation growth were also observed, which has damaged masonry etc. Inappropriate roof materials (heavy concrete tiles instead of lighter slates) are exacerbating this problem.



Figure 45: Vegetation growing on parapet and deteriorated plaster

The loss of detail was particularly visible in the shopfronts, this also includes modern replacement windows of inappropriate design. Some decorative features such as pilasters have been obscured by over large fascia signs. Many modern shopfronts are of poor quality and visually dominant: and/or do not express the vertical articulation that is an essential characteristic of traditional shopping streets. Many shopfronts also include inappropriate steel roller shutters which deaden the street and reduce activity at street level out of business hours and so discourage evening uses (cafes, restaurants, etc).

Inappropriate security shutters are also an issue within the Conservation Area. Security shutter boxes should similarly be integrated into the shopfront fascia, not fitted externally as an afterthought.

A number of residential properties above the shops appear occupied which has meant that uPVC windows and satellite dishes have been installed in prominent above fascia locations. Satellite dishes, mobile telephone antenna s are visually intrusive and degrade the appearance of buildings in the conservation area. Phone masts and antennae are also evident above the former Burton store at 2 High Street and detract from the Conservation Area.



**Figure 46: Phone masts above 2 High Street & proliferation of satellite dishes on northern side of High Street**

The quality of public realm is important to the area to provide an appropriate setting to the buildings as well as a high quality environment for pedestrians. There are opportunities to enhance the character and appearance of the High Street and St James Street and improve their visual appearance by removing clutter, rationalising signage and by providing well designed street furniture etc.

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## APPENDICES

### Appendix 1

#### Statutory List Descriptions:

**Clock House, 13 Pretoria Avenue E17:** Detached villa now in commercial use. 1813. White Suffolk brick. Low pitched slate roof to eaves. 2 storeys. 3 bays. Entrance to centre in recessed arched doorway with decorative fanlight; porch or door surrounds removed. Square headed windows, those to ground floor set in arched reveals. Gauged brick heads. Sashes, glazing bars. Stucco band between storeys. Deep bracketed eaves. Interior not inspected. Built for Thomas Courtenay Warner.

#### **L Manze Pie and Mash shop, 76 High Street E17**

##### **List Entry Description**

##### **Summary of Building**

Eel, pie and mash shop, 1929 by Herbert A Wright for Luigi Manze.

##### **Reasons for Designation**

L Manze at 76 Walthamstow High Street, an eel, pie and mash shop built in 1929, is listed at Grade II for the following principal reasons:

- \* Design interest: a typical and attractive example of a highly distinctive London building type, with an exceptionally complete interior;
- \* Historic interest: illustrates a type of establishment, and a type of cuisine, that formed a staple of early-C20 working-class life, and remains a characteristic presence on the high streets of the capital today.

##### **History**

London's eel, pie and mash shops are descended from the strolling piemen who for centuries had provided the capital with one of its staple sources of cheap street food. The eels - served jellied or hot - were caught in the Thames, where they were once plentiful, and also imported live from the Fens and from Holland. ('Liquor', a type of parsley sauce, comprises the fourth canonical ingredient.) The first documented pie shop was opened on Union Street in Southwark in 1844, and in 1851 Henry Mayhew records the complaints of street piemen that 'the penny pie shops...have now got mostly all the custom, as they make the pies much larger for the money than those sold on the street'. By 1874 there were 33 such shops listed in the London trade directories, rising to more than 100 by the mid-C20. The shops



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usually operated both as takeaways and as eat-in restaurants, and followed a standard design formula of tiled and mirrored interiors with marble-topped tables in high-backed seating booths. Later in the century, the availability of other forms of fast food and the dispersal of inner London's established working-class communities led to a slow decline in trade; there are estimated to be about 30 traditional shops still in existence, concentrated in the East End and inner south-east London, with some outliers in the Essex New Towns and seaside resorts.

The Manze chain of eel, pie and mash shops was established in the early 1900s by Michael Manze, a native of Ravello in southern Italy whose parents had settled in Bermondsey in 1878. In 1897 he married Ada Poole, the daughter of his friend and mentor Robert Cooke, London's most successful pie-shop entrepreneur of the late C19. In 1902 the Manzes opened their own shop at 87 Tower Bridge Road, which survives and is the oldest of its kind still in operation. Further shops followed in Poplar and Peckham, and the involvement of Michael's brothers Luigi and Pantaleone eventually brought the total number of Manze premises to 14. No. 76 Walthamstow High Street, formerly a refreshment room run by one Alberto Constantino, was acquired in 1929 by Luigi Manze, who employed the architect Herbert Wright to rebuild it in its present form. It continued to be run by the Manze family until 1970.

## **Details**

**MATERIALS:** main building of red and stock brick with flat asphalt roofs. Tiled and glazed hardwood shop-front. Tiled interior with terrazzo floor, pressed tin ceiling and fittings of timber and marble.

**PLAN:** the building occupies a long narrow commercial plot (approximately 6m by 30m) on the south side of Walthamstow High Street, with a narrow passageway along the western side. In front is a flat-roofed shop unit, projecting about 8m forward of the three-storey main block; the whole of the ground floor is occupied by the dining room and kitchen, and the upper two floors contain domestic accommodation (originally comprising a sitting room, dining room, kitchen, bathroom, WC and five bedrooms).

**EXTERIOR:** the shop-front has glazed double doors with an overlight, flanked by big sash windows (inscribed 'MANZE'S JELLIED & HOT EELS' and 'MANZE'S PIE & MASH') which functioned as serving hatches for off-sales; the frames and surrounds are of hardwood with brass trim, and the stall-risers below are clad in brown tiles. The fascia is of black Vitrolite or similar, with gold lettering that reads 'L. MANZE / WHOLESALE AND RETAIL' and, in scrolls on either side, 'LIVE EEL IMPORTER'. Below are two curved lamps, and above a retractable awning - these, and the brackets, the cornice and the solid metal gate to the right-hand passage are all currently (2013) painted dark green. The two-bay building behind is faced in red brick and has large cross-casement windows beneath flat-arched heads, with ornamental brick quoins and a raised parapet. Joinery and rainwater goods are painted green to match the front.

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INTERIOR: the shop-cum-restaurant occupies most of the ground floor. The walls here are clad in white and green tiles, with large inset mirrors, a frieze of wreaths and ribbons and an egg-and-dart cornice. The floor is of pink and grey terrazzo and the ceiling of pressed tin panels. To the left of the door is the main serving area, which has marble shelves and counter-top and a zinc and hardwood working surface containing four large bains-marie. Affixed to one of the mirror-frames behind is a little notched plate for testing coins. On the right of the door is a small enclosure with a panelled half-height door and a marble counter with a drain, where the fresh eels were formerly displayed on ice. The rest of the space is occupied by a series of seating booths. High-backed timber partitions are set at right-angles to the wall, ending in turned acorn-topped newels and fitted on either side with low benches; between each pair of benches is a marble-topped table, supported on the wall at one end and by a Y-shaped metal upright at the other. Halfway down there is a side door to the passage, and at the back a door into the kitchen, whose fittings have been renewed. A narrow winder stair leads to the first- and second-floor accommodation, which has likewise been modernised, though plain six-panel doors, green and white bathroom tiles and an ornamental fireplace survive.

## **Appendix 2**

### Local List Descriptions:

**Embassy Social Club, 2 High Street E17** - a substantial Art Deco period piece of 1935, built as a Montagu Burtons store. Faced in white faience. The windows to the two upper storeys are framed by Egyptian style detail. The building was planned with billiard hall and social facilities above.

**The Cock Public House, 67 High Street E17** - Designed by Hill and Fletcher architects and erected in 1880 as a replacement for a long established pub. Externally, the pub is still largely as built. A tavern is first mentioned on this site in 1747. The coach house and stables at the rear were added in 1899.

**Walthamstow Working Mens Club & Institute, r/o 82/84 High Street E17** - Possibly the earliest surviving Working Men's club in England, founded by Henry Solly (1813-1903), British Unitarian minister, social reformer, and instigator & founder of the Working Men's Club movement, the Charity Organisation, and the Garden City Movement

**L Manze Pie and Mash shop, 76 High Street E17** – A traditional East-end pie and mash shop, featuring classic Victorian shopfront & fascia and tiled interior (also Grade 2 Listed).

# **WALTHAMSTOW ST JAMES**

## **CONSERVATION AREA MANAGEMENT PLAN**



**Adopted December 2014**

**LONDON BOROUGH OF WALTHAM FOREST**



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# **WALTHAMSTOW ST JAMES CONSERVATION AREA MANAGEMENT PLAN**

## **INTRODUCTION**

This Conservation Area Management Plan has been prepared by the Design and Conservation team as part of a Round 2 submission to the Heritage Lottery Fund's Townscape Heritage scheme. The Council has been successful in being awarded Round 1 funding for the delivery of the Townscape Heritage scheme.

### **Scope of the Management Plan**

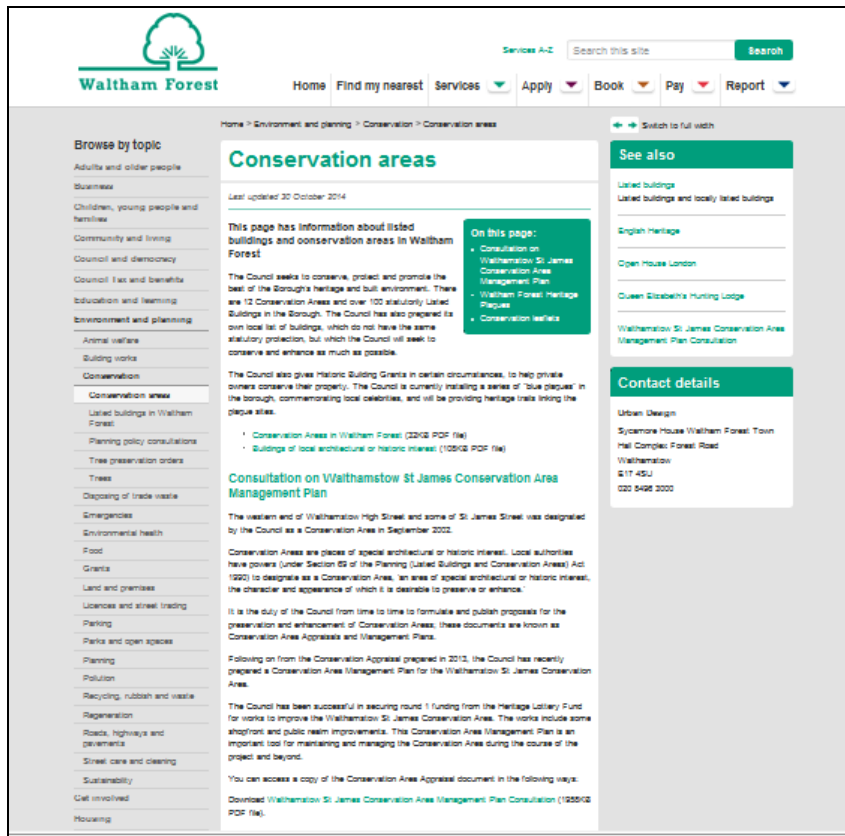
The scope of the Management Plan is to ensure that the Walthamstow St James Conservation Area is carefully managed to maintain and safeguard the investment in the area by the Heritage Lottery Fund and the Council. It will also serve to increase public awareness of this Conservation Area.

A Conservation Area Appraisal was prepared in 2013 to accompany the Round 1 submission to the Heritage Lottery Fund. This Conservation Area Appraisal defines and analyses this special architectural and historic interest of the Walthamstow St James Conservation Area according to guidance published by English Heritage and justifies its designation as a Conservation Area. Together, the Conservation Area Appraisal and Management Plan are material considerations in the planning process and provide a sound basis for planning policies, decisions and appeals.



## Public Consultation

The Document was on public consultation from 3 November 2014 until 28 November 2014. Letters were sent to residents and business and the information appeared on the Council's website <http://www.walthamforest.gov.uk/Pages/Services/Planning-conservation-areas.aspx> A public meeting/drop in session was held on 12 November 2014. Two submissions were received which were taken into account when finalising this document.



The screenshot shows the Waltham Forest Council website. The header includes the Waltham Forest logo, a search bar, and navigation links: Home, Find my nearest, Services, Apply, Book, Pay, and Report. The main content area is titled 'Conservation areas' and includes a 'See also' section with links to 'Listed buildings', 'Listed buildings and locally listed buildings', 'English Heritage', 'Open House London', 'Queen Elizabeth's Hunting Lodge', and 'Walthamstow St James Conservation Area Management Plan Consultation'. The 'Contact details' section lists 'Urban Design' and 'Sylvamore House Waltham Forest Town Hall Complex Forest Road Walthamstow E17 4SU' with the phone number '020 8495 3000'.

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## **LINKS TO OTHER PLANNING WORK**

### **Planning (Listed Buildings & Conservation Areas) Act 1990**

Conservation Areas are "areas of special architectural or historic interest, the character and appearance of which it is desirable to preserve or enhance" as set out in the Planning (Listed Buildings & Conservation Areas) Act 1990.

The Act states that it shall be the duty of a local planning authority from time to time to review and to determine whether any parts or any further parts of their area should be designated as Conservation Areas and if they so determine, they shall designate those parts accordingly.

Under the same Act the Council has a duty to publish proposals for the preservation and enhancement of Conservation Areas (Conservation Area Appraisal and Management Plan). The Conservation Area Appraisal is attached to this document as Appendix 2.

### **National Planning Policy Framework**

The National Planning Policy Framework 2012 (NPPF) outlines the government's intentions regarding planning policy. The NPPF has a presumption in favour of sustainable development.

A Conservation Area is classed as a Designated Heritage Asset within the NPPF. Paragraph 137 states that local planning authorities should look for opportunities for new development within Conservation Areas and within the setting of heritage assets to enhance or better reveal their significance. It goes on to say that proposals that preserve those elements of the setting that make a positive contribution to or better reveal the significance of the asset should be treated favourably.

Paragraph 138 further states that not all elements of a Conservation Area will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area should be treated either as substantial harm under paragraph 133 or less than substantial harm under paragraph 134, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area as a whole.

Together, the Conservation Area Appraisal and Management Plan are material considerations in the planning process and provide a sound basis for planning policies, decisions and appeals.

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## Waltham Forest Core Strategy

The Spatial Vision for 2026 contained in the Core Strategy for Waltham Forest states in 3.7 Vibrant Town Centres

*Our town centres are thriving and bustling, attracting residents and visitors to their shopping, leisure and cultural activities. Shops and businesses offer a range of services, with many centres appealing to people looking for more specialised, niche attractions. Walthamstow is the Borough's major centre, boasting one of the best markets in London. The booming evening economy helps boost our local businesses attracting residents and visitors to spend in Waltham Forest. Award winning, iconic buildings have made Waltham Forest a place where people come to see what is best in modern architecture.*

The Strategic Objectives for the Core Strategy include the following:

SO1 - Capitalise on redevelopment opportunities to secure physical, economic and environmental regeneration of the Borough and ensure the delivery of key benefits for local people.

SO12 - Conserve and enhance the Borough's heritage assets whilst maximising their contribution to future economic growth and community well-being.

### Policy CS 12 – Protecting and Enhancing Heritage Assets

In managing growth and change, the Council will promote the conservation, enhancement and enjoyment of the Borough's heritage assets and their settings such as conservation areas, listed buildings, parks and gardens of local historic interest, archaeological priority zones and other buildings and spaces of local historic value by:

- B) carrying out review and implementing Conservation Area Appraisals and management Plans
- C) promoting heritage-led regeneration and seeking appropriate beneficial uses and improvements to historic buildings, spaces and areas;

## Walthamstow Town Centre Area Action Plan (WAAP)

The WAAP has a Town Centre Vision which states that '*Walthamstow Town Centre will be a vibrant, social, economic and environmentally sustainable urban town centre*' P30

The WAAP also seeks '*to establish a 'St James Street Quarter' at the western end of the High Street. This area of the High Street already has a significant number of existing independent traders, restaurants, cafés and ethnic food shops and is a Conservation Area. Establishing the 'St James Street Quarter' will bring added*

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*vibrancy and a different offer to this part of the centre creating its own identity. In order to support the development of this end of the High Street we will designate this area as the 'St James Street Quarter'. In order to support this designation, we will actively encourage and support cultural uses, small start up businesses (B1) and restaurant and cafes uses to locate in this frontage. We will further support this by designation by allowing no less than 30% of the frontage to be for retail (A1) uses. Business uses can further support the development of the 'St James Street Quarter' by creating commercial activity and a creative element. Where business use is proposed within the 'St James Street Quarter', it should seek to encourage 'active frontages' and be in keeping with the street scene.'*

*'In addition, in order to maintain its unique character, support independent retailers/business owners and maintain the areas diversity, we will seek to protect and provide support small unit sizes in this designation area. The agglomeration of units can seriously erode the diversity of offer and the nature of the area and as such we will generally resist the combining of units in this area and seek to ensure that 80% of units within this frontage are no larger than 80 sq.m. In addition, we will encourage the development of smaller units in this area. The St James Street Quarter will be further supported by the incorporation of niche stalls and traders within the market at this end of the market on the High Street. In addition, the South Grove development will create additional footfall both during the day and the evening helping to sustain and add the vitality and viability of the end of the High Street. We will seek to ensure that access and permeability from South Grove to the High Street is greatly improved. We will also seek funding sources to further preserve and enhance the conservation areas at this end of the High Street.'*

## **Shopfront Design Guide**

The Shopfront Design Guide (SDG) explains that the quality of a street has an impact on whether shoppers come to an area and affects how long they stay. An improvement in the appearance of the shopping can attract shoppers to an area and a good shopfront can promote the image of the business and can entice shoppers and visitors inside.

This SDG is intended to provide practical advice for developers and retailers who are considering changes to the external appearance of a shop by showing examples of good and bad shopfronts. It also highlights the issues that the planning team look for when considering an application for replacement shopfronts to ensure any improvements proposed are of high quality.

## **Waltham Forest Project 2013 High Street Regeneration**

In 2013 Waltham Forest embarked on an ambitious £9m High Street regeneration programme that saw 9 High Streets receive investment in the public realm, art interventions and shop front improvements. This project followed on from the successful pilot schemes in Leyton, Wood Street and Walthamstow (top of The High



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Street). The principles developed through this programme have informed the development of the St James Street works currently being progressed.  
Growth Commission

In 2014 Waltham Forest Council commissioned Tony Travers to undertake a Growth Commission for Waltham Forest. This report makes proposals for the future of the borough, with a view to improving opportunities for residents and businesses alike. The Conservation plans detailed in this document support the recommendations of the Growth Commission;

Recommendation 1 "Waltham Forest Council should be the lead agency in facilitating work and collaborating with wider stakeholders to attract growth to the borough" – Through this project The Council has secured investment for the physical fabric as well as education and training to seek to ensure the sustainability of that investment. Based on experiences of these type of projects elsewhere in the borough the investment encourages traders and freeholders to further invest in the building or the business and attracts other businesses to locate in these areas.

Recommendation 2 "The borough should develop a coherent identity which reflects its current assets, cultural history and its four distinct centres. The Council is best placed to lead on this and provide the initial investment" – this work will develop and solidify the identity that is already developing in this part of Walthamstow. St James Street is a very different character to the Eastern end of the High Street and this will be its success.

Recommendation 9 "The Council should investigate innovative models of working with strategic partners, including commercial and social enterprises, to develop the borough's high streets offer and pioneer future models of high street development and ownership." – Through Project 2013 the Council has explored how to make our High Streets more than just a place to shop, this will be developed through this project as well; ensuring St James Street is a place people want to visit and stay in.

Recommendation 12 "The borough should assess what improvements can be made to the evening economy and other convivial spaces, which help generate footfall, spending and improvements to high streets." - as detailed below these works seek to increase visitors to this end of the High Street and to secure their spend for the benefit of residents and businesses.

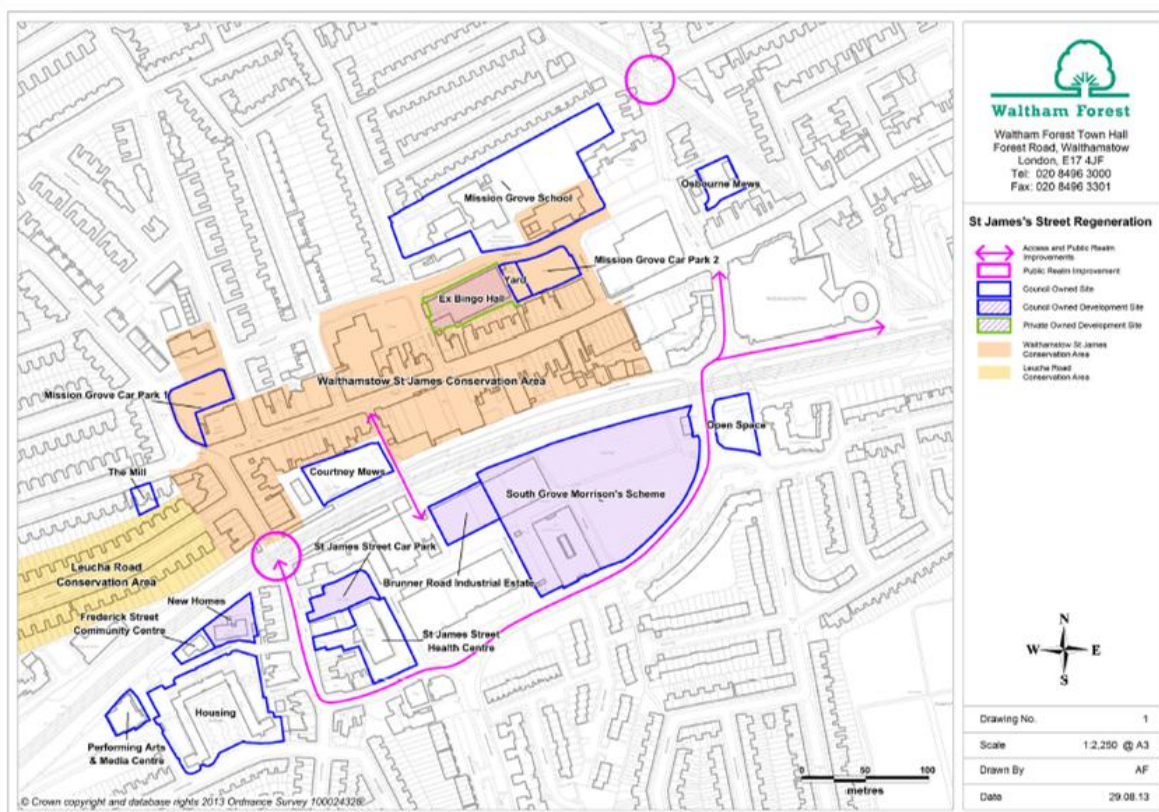
### **Links to other schemes in the area**

Walthamstow is currently seeing increased public and private investment at both ends of the high Street. The Solum development next to Walthamstow Central has recently opened with 69 residential apartments, 5 new retail units and a 107 room Travelodge hotel. The Scene at Cleveland Place is due to open at the end of November 2014 with a 9 screen empire cinema, 5 restaurant units (including Nandos, Pizza Express and Turtle Bay) and 121 residential units. At the St James Street end of The High Street Morrisons have secured planning consent for 245 new

homes and a large format Morrisons food store, as well as additional retail space which will create approximately 450 new, permanent jobs for local people. These development are supported by Council investment in the public realm around these areas.

All this investment is seeking to change peoples' experience of Walthamstow, creating an evening economy destination for visitors and ensuring the public realm in Walthamstow is a place that people want to visit and to stay in. The St James Street area of the town centre has some very positive features, including a wide public realm, historic buildings with attractive architectural features, some interesting independent retailers, excellent transport links into Chingford and the City of London and an attractive and desirable residential housing stock nearby. All these elements are the building blocks to make this area of the Walthamstow a very attractive place to live, work and visit. Through the HLF townscape Heritage project The Council seeks to improve the physical fabric and bring the local community together to value the heritage of the area.

With all the private sector investment currently happening now is the ideal time to improve the visual amenity of this area allowing residents and visitors to Walthamstow to see the area and the businesses in a positive light, inviting them to come and visit and ultimately spend their money in this area of the town centre.



**Map showing other Schemes in the area**

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## Mini Holland

Mini-Holland is an ambitious scheme that has allowed Waltham Forest to secure £30m from TfL to fund a cycling programme to radically improve the borough's cycling infrastructure and support a step change in the numbers of local people choosing to cycle.

A network of cycle-friendly home zones in the central Walthamstow area will be created through greening, traffic calming and a series of filters closing off rat-runs while facilitating a permeable network for cyclists and improving cycle parking.

In the centre of Walthamstow a scheme will be implemented to remove the Hoe Street gyratory. A new 'quietway' is also being constructed along Selborne Road and Coppermill Lane across the Marshes leading eventually to Hackney, Islington and Bloomsbury.

## WALTHAMSTOW ST JAMES TOWNSCAPE HERITAGE SCHEME

A Townscape Heritage scheme for the Walthamstow St James Conservation Area is being developed and will be funded principally by the Heritage Lottery Fund and Waltham Forest Council. The Townscape Heritage scheme has been designed to help communities improve the built historic environment of Conservation Areas in need of investment across the UK. The Heritage Lottery fund describes their Townscape Heritage scheme as being *'made up of a balanced portfolio of projects that together have the potential to regenerate and transform conservation areas in need of investment. These schemes should aim to halt and reverse the decline of historic townscapes by creating attractive, vibrant and interesting places where in the future people will want to live, work, visit and invest. This will be achieved by funding physical works to repair and enhance the historic area in order to encourage business confidence, by providing local people with the opportunity to learn new skills, and by inspiring the local community to take an interest in and get involved with their townscape heritage'*.

The HLF requires that the Council gives a high level commitment to the delivery of the scheme and to maintaining the benefits of the investment in the long term. This includes a commitment to providing adequate staff resources and the use of statutory powers and enforcement action where it is needed. The Council has appointed a Townscape Heritage Project Manager to manage the Townscape Heritage scheme and they will use this Management Plan to influence delivery and to ensure that the legacy of the scheme will be managed and maintained in the longer term.

In protecting grant investment, the HLF requires the Council to seek confirmation that buildings have insurance, that maintenance is carried out, and that obligations are passed on if the building is sold or leased.

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The Townscape Heritage Scheme will seek to enhance the special historic and architectural interest of several key buildings at the western end of the High Street and along St James Street which will, in turn, create an attractive and welcoming environment for businesses and visitors. The proposed enhancements will involve repair and restoration of key landmark buildings within the Conservation Area as well as improvements to the public realm. The key landmark buildings provide a gateway to the Conservation Area and are important contributors to its special character, appearance and sense of place. Those buildings are as follows:

- 2-10 St James Street.
- 12-20 St James Street.
- 7-23 St James Street.
- 2-4 High Street.
- 7-17 High Street.
- 39-41 High Street: - the upper floors of this 3-storey Italianate-style terrace are in reasonable condition and new fascia/signage to this prominent corner unit would significantly improve the overall visual appearance of this block.
- St James Street station: - an important entry point for many visitors to the area. Proposed works would involve cleaning and facade treatment.



**12-20 St James Street**



**7-17 High Street**

2-10 St James Street, 12-20 St James Street and 7-17 High Street were built by one of the largest landowners in Walthamstow, TCT Warner who, in the 1880s, began to develop the Clock House (Pretoria Avenue) Estate. The Warner Estate Company was registered in 1891 and by 1900 it had built up most of Blackhorse Lane. These particular buildings are prominent landmark/gateway buildings with high quality detailing, a variety of materials and an appearance which provides a significant contribution to the character of the conservation area. The three Warner blocks are of particular interest and represent an important phase in the development of Walthamstow by the Warner family, whose developments are of generally superior build quality and today is important to the local distinctiveness in Waltham Forest.

A further priority project at number 2-4 High Street Walthamstow sits on the corner of High Street/St James Street and is a former Burton store built in an Art Deco style, dating from 1929. This again provides a major contribution as a landmark building at the entrance to the Conservation Area.



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Works to the high priority gateway properties will include shopfront renewal appropriate to the style and architecture of the conservation area, the repair/reinstatement of historic features, new fascia signage, appropriate repairs to the external fabric of the building, repair or replacement of windows and cleaning of upper floor elevations. In addition public realm works will be undertaken, similar to those currently being installed at the top (eastern end) of the High Street, which will identify this important gateway as the "bookend" to the top of the High Street linking the two areas.

Three medium priority projects have also been identified and focus on two key shopping parades towards the western end of the High Street and one parade on St James Street. These projects include the provision of new fascia signs, repairs to historic architectural features and appropriate improvements/cleaning to upper floor facades (except for the St James Street parade). The medium priority projects are as follows:

- 19-37 High Street.
- 4-32 High Street.
- 7-23 St James Street



**19-37 High Street**



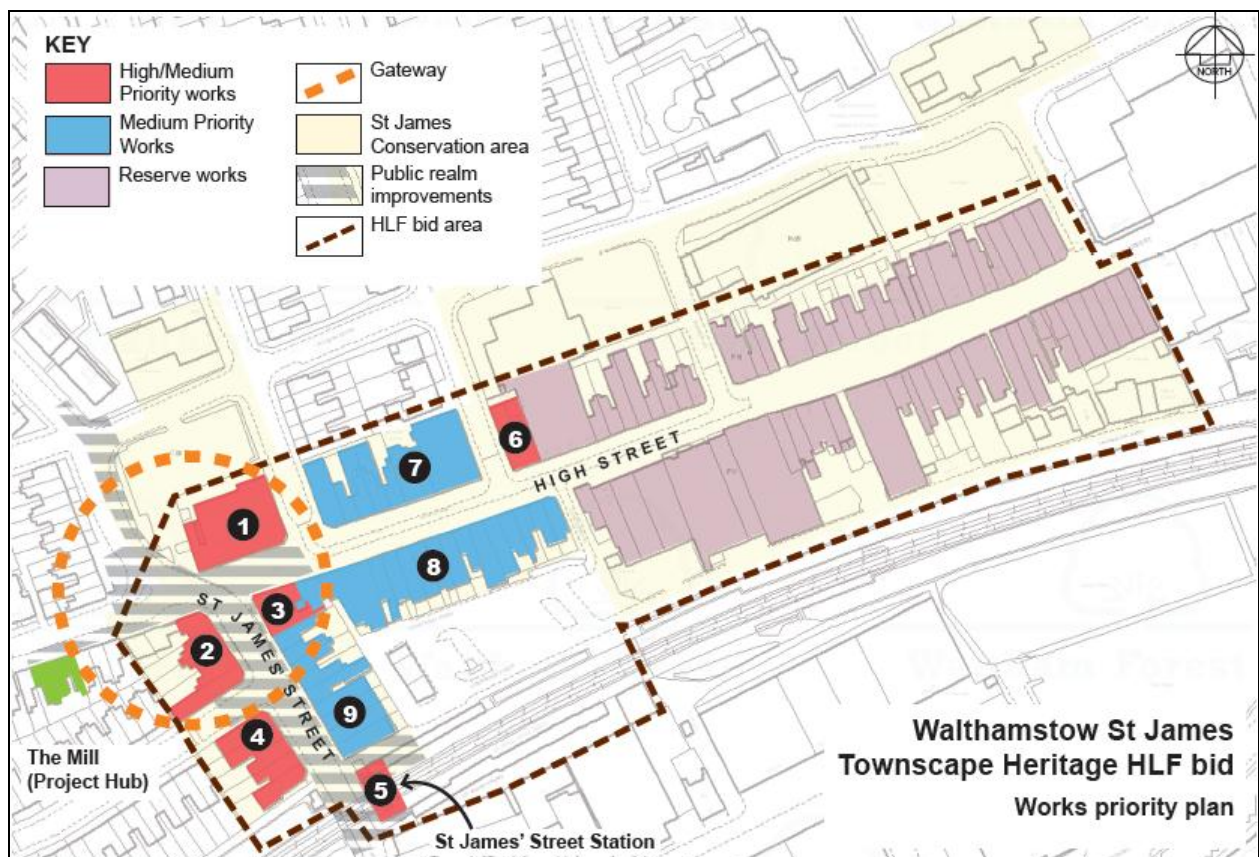
**4-32 High Street**

The Council has identified the remaining properties within the Conservation Area as reserve projects. Any works carried out in the reserve project areas would comprise lighter touch interventions to the shop signage and minor restoration works to improve the visual amenity of the ground floor units. The implementation of reserve projects would be subject to additional Council funding as resources allow.

The Townscape Heritage scheme for the Walthamstow St James Conservation Area has also been designed to raise public awareness of the heritage of the area. Parallel to the physical works proposed, the project will also focus on the identification of training needs for local businesses including building maintenance and conservation, heritage promotion and marketing as well as potential short term work placements for local people/students to learn about heritage skills. In addition, a range of measures will focus on raising local heritage awareness including consultation events, oral history workshops and other heritage-focused activities.

Engaging the local community and businesses will ensure that a wider range of people will have learnt about and developed skills relating to their local heritage. The Local community will then have a greater understanding and appreciation of their built environment ensuring that the Conservation Area will be a better place to live; work or visit as well as boosting the local economy.

A map showing the Conservation Area as well as the priority, medium and reserve projects is as follows:



This Management Plan covers the entire Conservation Area and not just the area identified for potential Townscape Heritage funding.

## SECTION 1 - UNDERSTANDING THE HERITAGE

### Description of the Heritage

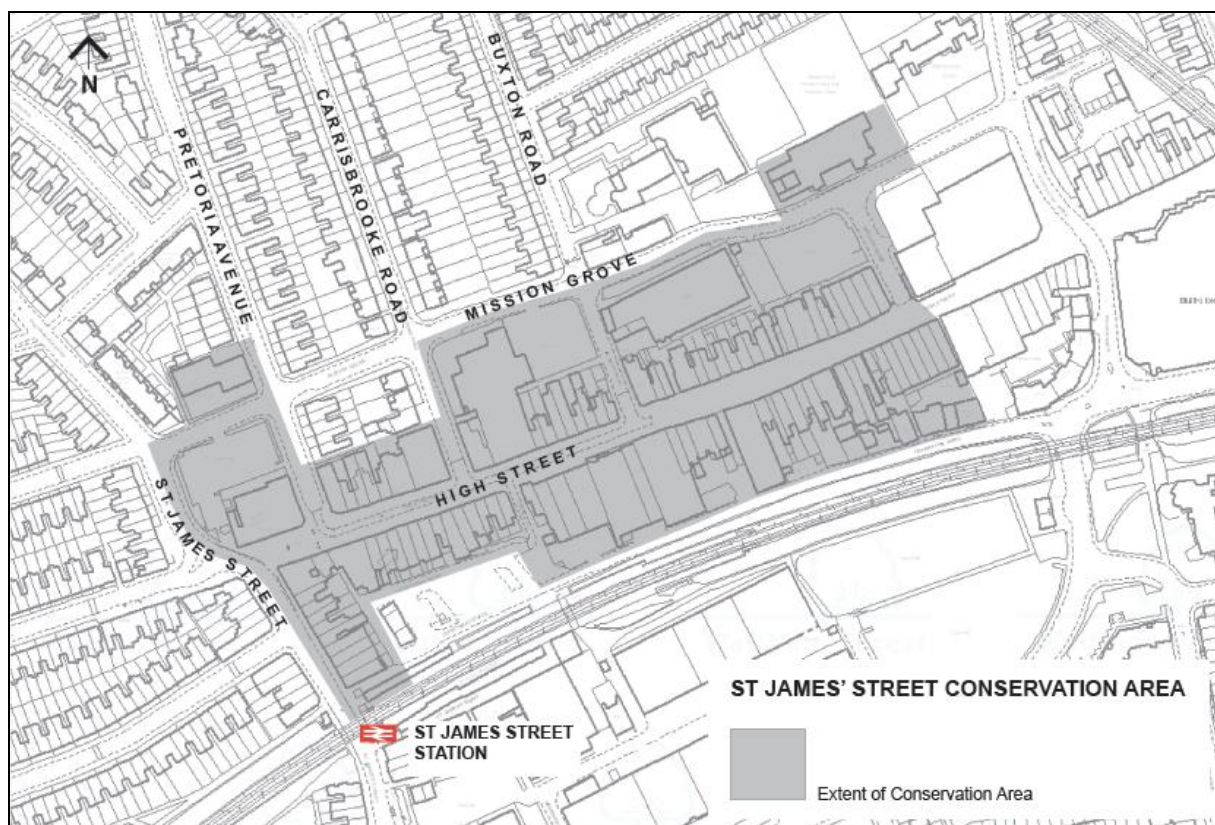
The Walthamstow St James Conservation Area is a historically important commercial area containing some fine examples of nineteenth and early twentieth century architecture. The Management Plan for the Walthamstow St James Conservation Area is a strategy for managing the Conservation Area for the next 10 years and to ensure the heritage is retained for the present and future generations.

The Conservation Area is located at the western end of Walthamstow High Street. The Conservation Area is served by St James's Street Railway Station and is located on the London Liverpool Street to Chingford Line.

The Conservation Area comprises the following properties:

- Main building - Mission Grove Primary School
- Land south of Mission Grove; including car park
- Former Buxton Road Bingo Hall
- Car park and service area of 43-49 High Street
- 1-9 Clock House
- 13 Pretoria Avenue
- Car park at 12 Mission Grove
- High Street; 7-107 (odd) and 2-96 (even)
- St James Street; 7-23 (odd)
- St James Street station buildings (on the northern side of the railway bridge)
- St James Street; 2– 20 (even)

The Conservation Area Boundary is as follows:



**Conservation Area Boundary**

The Conservation Area is predominantly commercial with a mix of retail, café, office, some market stalls and residential uses above the shops. The physical character of St James Street is generated by the strong curving form of the street as well as a strong sense of enclosure formed by the railway bridge and the adjacent three



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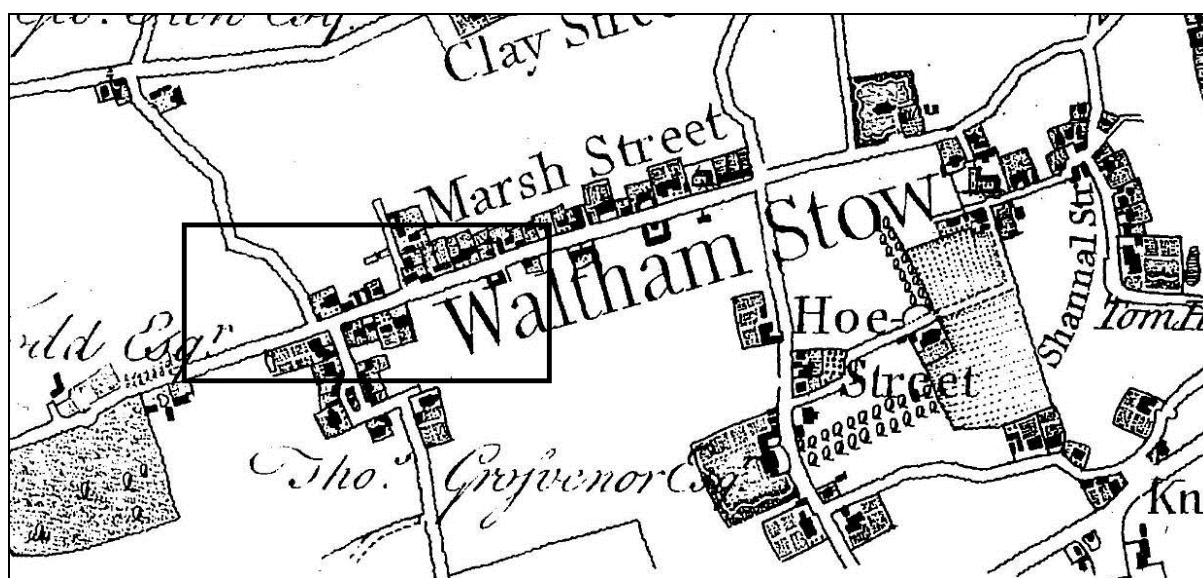
storey commercial blocks. The accompanying Conservation Area Appraisal for the Walthamstow St James Conservation Area more fully describes the character and special interest of the Conservation Area. The appraisal can be found online here: <http://www.walthamforest.gov.uk/Pages/Services/Planning-conservation-areas>

## How the Heritage has changed through Time

During the 17<sup>th</sup> and 18<sup>th</sup> centuries Land at the eastern end of the High Street (then called Marsh Street) was developed by prosperous landowners for country retreats within a carriage ride of their city businesses. In contrast, groups of small, cheaply constructed cottages were located at the western (lower) end of the High Street; some were occupied by workers employed at the Watermill sited at the end of what is now Coppermill Lane.

Later on, during the late 18<sup>th</sup> and early 19<sup>th</sup> century several large houses for the wealthy were erected at the western (lower) end of Marsh Street. The Grade II listed Clock House; the Walthamstow home of the Warner family was one of those properties. This Regency villa designed by F Hurlbatt originally occupied over six acres of grounds which fronted directly onto Marsh Street.

Like many London villages, Walthamstow evolved as a linear settlement. The line of Marsh Street is present on the earliest maps of the area including John Roque's survey of the mid 1740s, Chapman and Andre's map dated 1777 and Coes Map of Walthamstow dated 1822.



Chapman and Andre Map 1777

By 1851 the population of Walthamstow was nearly 5000 and in every subsequent decade until 1901 the population doubled. The Great Eastern Railway opened a branch line from Lea Bridge to Shernhall Street in 1870 with the viaduct running roughly parallel to the High Street to the south. Two stations were built, at St.



[illegible]

Marsh Street was named because it led from St. Mary's church in Walthamstow village, down to the Lea marshes and the watermill. It was concentrated between two north-south roads, St. James Street to the west and Hoe Street to the east.

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Marsh Street was renamed High Street on 22 December 1882, which confirmed its status as the main shopping centre in Walthamstow.

With the arrival of the Great Eastern Railway in 1870 the character of the area changed rapidly. At the turn of the century, trams operated at the western end of the High Street in conjunction with the St. James Street station. For some time speculative builders had been erecting rows of small houses on either side of Marsh Street, and this process accelerated with the improved access to the City provided by the railway. The two nodes which the railway created (at Hoe Street and St James Street) meant that retail and residential development spread outward from these transport interchanges.

Large houses were already being demolished or adapted to form shops in what was by then a growing shopping street. In the 1880s T.C.T. Warner, one of the largest landowners in Walthamstow, began to develop the Clock House estate for housing. Warner subsequently built many locally distinctive streets of terraced houses in the area, including Leucha Road which is in a separate Conservation Area. Warner also constructed the substantial and distinctive shopping terraces 2-20 St James St and 1-37 High St which display the noted 'W' (for Warner) mark and other embellishments. The original Clock House still survives on the corner of Pretoria Avenue and Mission Grove now devoid of its extensive grounds.



**Warner Properties Walthamstow High Street (circa 1900)**

Market stalls are first mentioned on Walthamstow High Street in 1885 to serve the growing residential areas to the north and west. By 1890 regulations were necessary to prevent the frequent fights that broke out between potential stallholders trying to claim the best sites. The market ties the whole of the High Street together, enforcing the linear and economic character and giving it continuity.



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However, it should be noted that the market activity is mostly concentrated outside of the Conservation Area at the Eastern end of the High Street.

Once the High Street had become established as a thriving market, chain stores were attracted to the area, and in the early years of the 20<sup>th</sup> century Woolworths, Sainsburys, the Co-Operative and Marks & Spencer all established stores at the western end. Woolworths occupied the most prominent site at 1-3 High Street until it was demolished in 1974 to facilitate the "straightening out" of St James St. All that survives today of this Art Deco building is a vertical strip of faience and a scar on the end wall of 7 High Street (International Supermarket).



**High Street (1920s)**

The Walthamstow St James Conservation Area was once an important centre of commerce within Walthamstow and boasted stores such as Marks and Spencer, Woolworths and Burton. However, as part of changes in the retail sector over time the area has changed and these businesses have left. Currently, the area is characterised by small, independent shops. Although the area is attractive due to the historic building stock and wider public realm, many businesses struggle because of lack of footfall particularly after the market packs up at 4pm. The western end of the High Street also struggles due to the draw of the Mall Shopping Centre at the eastern end of the High Street.

Investment in many of the buildings has been minimal which has resulted in a degraded streetscene comprising cheap aluminium shopfronts and over dominant signage. This is compounded by the lack of awareness and knowledge amongst owners, tenants and community that the buildings hold heritage value so the buildings have become run down. Many of the buildings in the Conservation Area require external repair works and reinstatement of historic architectural features.

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## **Who values the Conservation Area?**

At present, the Conservation Area is valued by local business owners and residents as a location to work and shop that is different in character to the eastern end. However, the majority of businesses struggle to maintain their properties. The solid construction of these buildings and their status as quality buildings has allowed these properties to be used consistently since they were built in the Victorian period. The shopping offer has altered considerably but the buildings have been used for much the same purpose since they were constructed. Despite the change in the shopping offer, the area is still busy and vibrant, and the shops have very few vacancies. The western end of the High Street has recently started to see new niche cafes open which complement those traditional cafes and businesses already in the area. As such, despite the fact that most people who frequent the area would not realise that it is a Conservation Area; Walthamstow St James is a source of local identity and is therefore important and valued within the local community.

The Conservation Area is also important to the Council who have recognised its special interest and therefore have designated it as a Conservation Area. The special interest is further explored in the accompanying Conservation Area Appraisal.

## **SECTION 2 - CURRENT SITUATION**

### **Current Management and Maintenance Arrangements**

At present, the owners/occupiers of the properties within the Conservation Area are responsible for the management and maintenance of their own buildings. Planning controls are the main way of ensuring that the special architectural and historic interest of the Conservation Area is protected. The Council has a Planning Enforcement team who investigate when breaches are identified. The Council then considers whether and how to take action in a timely way. At present the monitoring of the Conservation Area is carried out in a reactive rather than proactive manner. As such, many breaches go unnoticed and as enforcement action against unauthorised works must be started within four years of the date of substantial completion of the development, many works pass this deadline and then benefit from deemed planning permission.

### **Condition of the Heritage**

The Conservation Area suffers from many inappropriate interventions and lack of maintenance. These interventions impact adversely on the character and appearance of the area and need to be avoided. The initial condition survey indicated that the main issues facing the Conservation Area are:

- Loss of fine architectural detail including ball finials, griffons
- Replacement of timber windows with uPVC
- Inappropriate modern shopfronts



- Oversized and over dominant poor quality fascia and projecting signage
- Proliferation of advertising material
- Inappropriately located and visually intrusive satellite dishes
- Stickers obscuring window displays
- Loose wires on facades
- Vegetation growth on parapets, roofs
- Unsuitable solid external security shutters



**Griffon detail with satellite dish and peeling paint**

Deteriorating building fabric is an obvious problem within the Conservation Area, many of the properties suffer from lack of proper maintenance, the use of improper materials, or inappropriate repair and maintenance techniques particularly at first floor level and above. Many properties have inadequate or missing rainwater goods, which have produced obvious defects. Clogged and failing parapet gutters as well as vegetation growth has damaged masonry. Inappropriate roof materials (heavy concrete tiles instead of lighter slates) are exacerbating this problem.

The loss of detail is visible in the shopfronts, this also includes modern replacement windows of inappropriate design. Some decorative features such as pilasters have been obscured by over large fascia signs. Many modern shopfronts are of poor quality and visually dominant; and/or do not express the vertical articulation that is an essential characteristic of traditional shopping streets.

Many shopfronts also include inappropriate solid steel roller shutters at street level which deaden the street and reduce activity, creating an unsafe feel to this end of the High Street. Security roller shutter boxes can also be unsightly and bulky and

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should be integrated into the shopfront fascia, not fitted externally as an afterthought.

A number of residential properties above the shops appear occupied which has meant that uPVC windows and satellite dishes have been installed in prominent locations above the fascia. Satellite dishes, mobile telephone antennae are visually intrusive and degrade the appearance of buildings in the conservation area. Phone masts and antennae are also evident above the former Burton store at 2 High Street and detract from the Conservation Area.

Dominant advertising is visible in the Walthamstow St James Conservation Area and includes over large fascia signs, projecting signs and advertising on bus stops/phone boxes. This is particularly evident on St James St where large advertising hoardings have been installed at either end of the conservation area on the returns of shopping parades.



**Inappropriate advertising and signage**

The quality of public realm is important to the area to provide an appropriate setting to the buildings as well as a high quality environment for pedestrians. There are opportunities to enhance the character and appearance of the High Street and St James Street and improve their visual appearance by removing clutter, rationalising signage and by providing well designed street furniture.



**Current Public Realm on the High Street**

### **SECTION 3 - RISKS**

There are several potential risks that have been identified that could make the buildings within the Conservation area more vulnerable. Natural risks are always a threat and cannot be predicted, these include:

- Fire or flooding
- Storms or other adverse weather conditions

Other risks (human factors) to the Conservation Area include:

- Lack of resources, investment, equipment and specialist skills of owners/occupiers to maintain and repair their properties
- Lack of local pride/knowledge/understanding/interest in the history of the area and the story behind the architecture possibly as there is a transient population and it is not residential area
- Lack of access and split responsibility for maintenance in some buildings
- Poor record keeping/gaps in knowledge of works carried out previously
- Market stalls not concentrated at the St James Street end of the High Street, therefore not drawing people down
- Rapid turnover of businesses, change of ownership/leases, businesses closing
- Change of use/subdivision of units resulting in signage and shopfronts not consistent with the general rhythm of the traditional units
- Insensitive changes to shopfronts/signage
- Resource issues at the Council with respect to enforcement and monitoring
- Businesses not signing up to the HLF Townscape Heritage funded grant scheme

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## **SECTION 4 - MANAGEMENT AND MAINTENANCE AIMS AND OBJECTIVES**

### **Aims:**

The aims of this Management Plan are to:

1. Provide the basis for the proactive management of the Conservation Area which allows change to occur in a manner that either preserves or enhances the Conservation Area.
2. Act as a material consideration in the determination of planning applications.
3. Fulfil the Council's statutory duty in regard to s.71 and s.72 of the Planning (Listed Buildings & Conservation Areas) Act 1990.
4. To have regard to government policy for Conservation Area management as detailed in the National Planning Policy Framework.
5. Ensure the long term sustainability of the Townscape Heritage grant assisted works to buildings and the public realm.
6. Promote a better awareness of the need by owners to maintain their properties, through education and training.

Funds provided in the form of a grant by the Heritage Lottery Fund and the Council will provide the majority of funding for works to be carried out to priority projects in the Walthamstow St James Conservation Area which should act as a catalyst for other properties to improve and tidy up their frontages.

As mentioned previously, through this Townscape Heritage scheme, the Council and the HLF will concentrate on educating the local community on the importance and significance of the heritage and history of the Conservation Area. The aim of this is to increase knowledge and appreciation of the historic architecture and to therefore instil pride in the area to lessening the risk of the buildings falling back into disrepair.

## **SECTION 5 - ACTION PLAN AND COSTS**

This section of the plan explains how the buildings within the Walthamstow St James Conservation Area will be maintained for a period of ten years after completion of the Townscape Heritage scheme. The maintenance phase will begin for each block immediately after their refurbishments have been completed.

The first step in monitoring will be to take detailed photographs of the properties once the works have been completed, this will provide a base set to refer back to. The base set will also include a specification from the works alongside these photos as a clear audit trail of all the work undertaken. The Council's Conservation Officer will then be responsible for annual inspections of the exterior of the premises. The



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officer will also note any additional concerns such as graffiti, flyposting, illegal uses, etc. and report these to the appropriate Planning Enforcement team. Following the annual inspection, the officer will complete a maintenance log (included in Appendix 2 of this document) and then prepare a dated photographic record of the Conservation Area to compare to the base set and for use in future monitoring. If any repair work is required, the Council will write to the owners/occupiers and then follow up with at least one further inspection to check progress made on repair work to ensure that it has been completed. Copies of the log will be kept on file within the Design and Conservation team.

Where replacement elements or major repair work is required during the maintenance phase (post construction completion), the shopfronts and the exteriors of the buildings should be restored according to the following: 1) the Waltham Forest Shopfront Design Guide; 2) the Walthamstow St James Conservation Management Plan; and 3) specific guidance from the Conservation Officer at the London Borough of Waltham Forest. All costs of maintenance and repair will be the responsibility of the owner or responsible private party.

Good conservation relies on appropriate routine maintenance, this minimises the need for more extensive repairs and is the cheapest way of looking after an historic building. Ongoing and periodic maintenance is the key to a building's longevity and prevents major maintenance issues in the future. Any repairs would be expected to follow these principles:

- a. Retention and repair of historic elements in the first instance - replacement shall be the last resort;
- b. Minimal sensitive repair only. Repair should only occur at such time as it is truly needed. The repair should be as unobtrusive as possible with the idea that a minimal disruption to the historic fabric, architectural worth and historical importance of the buildings be the priority;
- c. Like for like repairs shall be carried out by carefully matching replacement materials to preserve the historic integrity appearance. In some cases, and these can only be decided on a case by case basis, different, but compatible, mater used as long as they create only a minimal visual intrusion;
- d. Important historical features shall not be removed or irreversibly altered;
- e. Repair works should make every opportunity to reinstate lost elements of the buildings. However, this should only be done when the lost elements have been clearly identified and can be replicated accurately and skilfully.

A guidance sheet, complete with a checklist, which would comprise an easy to follow method for looking after their buildings will be prepared and given to owners. Redecoration (i.e. painting, cleaning, clearing away superfluous hardware, etc.) should occur at a minimum of every five years as it is important for the overall

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appearance of the buildings and to help maintain a quality image for the area. For information regarding specialist historic contractors refer to [www.buildingconservation.com](http://www.buildingconservation.com). It is important to use a specialist heritage building contractor although they are often more expensive as they have the skills and abilities to undertake the work in a sensitive manner.

Buildings or sites which become vacant or are in a declining condition can materially affect the character and appearance of the Conservation Area. The Council will seek to prevent buildings and sites falling into disrepair through negotiation with the owners/occupiers if a breach is found. If negotiations are not successful, the Council will consider the use of formal planning enforcement notices to remedy the unauthorised works.

The Townscape Heritage scheme will serve as the catalyst for improvements and enhancements to the Conservation Area. The Council will look to capitalise on the momentum and consider future options for when the Townscape Heritage scheme works have been completed.

## Management & Maintenance Action Plan

Requires management and/or maintenance	Work involved	Who will do it? – to be delivered in-house by qualified and experienced staff	When/ How often?	Cost	Action required
Walthamstow St James Conservation Management Plan	Distribute adopted Walthamstow St James Conservation Area Management Plan	Conservation Officer	Immediately after adoption.	Included in existing staff budgets	<p>Publish online and make hardcopies available in libraries and other public buildings including Sycamore House (Planning Policy &amp; Regeneration offices).</p> <p>Distribution to all relevant partners in the Conservation Area Management Plan including all traders, tenants and freeholders.</p>
Conservation Management Plan	Implement Conservation Area Management Plan	Townscape Heritage Project Manager/ Conservation Officer	Immediately after adoption and ongoing thereafter for 10 years following project completion.	Included in existing staff budgets	The Conservation Officer is to oversee implementation and monitoring of the Conservation Area Management Plan when the TH Project Manager is no longer in post (to cover the 10 year maintenance timeframe).
Historic built environment	Annual detailed inspection of the external fabric of the building. All aspects of building reviewed.	Conservation Officer/ Planning Enforcement	Annually (Long-term) – beginning 1 year after each refurbishment completed.	Included in existing staff budgets and factored into existing work programme	<p>Steps to be taken:</p> <ul style="list-style-type: none"> <li>• Photograph any areas in need of repair which are of concern for the future.</li> <li>• Log report completed and placed in the Design &amp; Conservation office.</li> <li>• Required repairs submitted to owners with timeframes for completion.</li> </ul>

					<ul style="list-style-type: none"> <li>• If no action taken by owner, compliance issues referred to Planning Enforcement</li> <li>• Any breaches reported to Planning Enforcement.</li> <li>• Follow up on compliance and repair issues to ensure they have been completed within timeframe for completion.</li> </ul>
Historic built environment	Inspect for any dangerous buildings	Building Control	Immediately – as requested by the inspecting Conservation Officer.	Included in existing staff budgets	Write up and start necessary proceedings.
Historic built environment	Maintain log book	Conservation Officer	Long-term.	Included in existing staff budgets and factored into work programme	<p>Create designated binder to be used as a log book to maintain all copies of yearly inspections and reports along with accompanying correspondence, repair notices, photographs etc.</p> <p>Copies of log book to be kept in the Design &amp; Conservation team.</p>
Building conservation and heritage awareness	Provide property/ shop owners with guidance and maintenance manual including checklist on how to maintain their properties and best practice approach	Conservation Officer	Provide to all shop owners/occupiers immediately upon completion of works and annually thereafter.	Included in existing staff budgets and factored into work programme	<p>Compose and distribute simple maintenance manual and guidance complete with checklist to give to owners on how to maintain their buildings and provide links to online resources.</p> <p>Copy and distribute guidance. Ensure that all new shop owners have a copy of this guidance and understand it.</p>
Historic built environment	Maintenance clause in legal grant agreements	Townscape Heritage Project	From signing and completion	Included in existing staff budgets and	Ensure instruction to legal for inclusion in grant agreements.



		Manager/ Conservation Officer	of the grant agreements with annual reminder letters for 10 years after completion of works.	factored into work programme	Letters sent to property owners/businesses to remind them of their obligations for repairs and maintenance under the terms and conditions of the grant agreement.
Historic built environment	Review of all current planning and building applications	Development Management	Immediately.	Included in existing staff budgets	Treat as high priority with regard to Council policies, legislation and the Conservation Area Management Plan.
Historic built environment	Review of planning enforcement cases in area and increase routine inspections	Planning Enforcement	Immediately.	Included in existing staff budgets	Increase enforcement and follow up any necessary proceedings.  Designate a dedicated Planning Enforcement Officer to deal with and monitor enforcement cases in St James Conservation Area.
Public realm	Streetcare and cleaning	Public Realm (Street Cleaning Enviro-Crime Enforcement)	Routine street cleaning and regular patrols (Long- term/ongoing) – daily cleaning of space, once weekly deep clean..	Included in existing maintenance budgets as this is an existing public space already being cleaned. The machines to clean the new materials are already used elsewhere within the borough	Review and adjust regularity of routine cleaning and enforcement patrols as required.
Public realm	Management and maintenance of public realm improvements – footway, highway, street	Public Realm (Highways Maintenance – Engineers and	Immediately after completion of works (Long- term).	Included in existing maintenance budgets as this is an existing public	Management and maintenance already in Highways maintenance budget.  Highways inspectors to increase routine

	lighting, street furniture and landscaped areas	Inspectors)		space already being maintained. Maintenance considerations were made during the selection of materials and furniture and in design of the landscaping.	inspections to capture defects at an early stage.
Historic built environment	Maintain a long term agenda of enhancement opportunities in the area and where possible, use the investment of others to bring about enhancements to the area.	Council Senior Management; Members	On-going (Long-term).	Included in the existing staffing budgets. Regeneration and growth are key priorities for the Council and the capacity to deliver long-term enhancements is factored into the staffing levels and organisational structures.	Consider all opportunities whether buildings or spaces, public or private.  Treat as high priority opportunities to: <ul style="list-style-type: none"> <li>• Improve condition and appearance of buildings which contribute to the economic viability of the area</li> <li>• Restore historic character to key modernised spaces</li> <li>• Encourage private owners to carry out enhancement.</li> </ul>
Project Website	Maintain the project website, including the oral History content	Project Manager/ Programme Manager Regeneration/ Web team/ Oral History Workshop	From Second Round pass, for a period of at least 5 years from scheme completion (as per standard terms of Townscape Heritage)	£4,500 in Delivery phase.	Following the end of the Website commission, ensure all content is available on the Council's Website, to be preserved and updated by the Project Manager and latterly the Programme Manager in the Physical Regeneration team with input from Oral History Workshop for the duration required by HLF.

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## REVIEW

The Action Plan (above) explains how the Council will monitor and review the Management Plan.

Copies of the Management Plan are accessible on line at <http://www.walthamforest.gov.uk/Pages/Services/Planning-conservation-areas.aspx> and will be kept at the following locations: Sycamore House reception at the London Borough of Waltham Forest, the Mill on Coppermill Lane and Walthamstow Library.

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London Borough of Waltham Forest (2012). Core Strategy. London: LBWF.

London Borough of Waltham Forest (2014). Walthamstow St James Conservation Area Appraisal. London: LBWF.

London Borough of Waltham Forest (2014). Walthamstow Town Centre Area Action Plan. London: LBWF.

London Borough of Waltham Forest (2013). Shopfront Design Guide. London: LBWF.

Legislation:

Planning (Listed Buildings & Conservation Areas) Act 1990

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# Appendix 1

SAMPLE

## WALTHAMSTOW ST JAMES TOWNSCAPE HERITAGE SCHEME ONGOING MAINTENANCE LOG

PROPERTY ADDRESS	INSPECTION DATE	TYPE OF MAINTENANCE REQUIRED (PHOTOGRAPH AREA FOR REPAIRS)	ACTIONS REQUIRED/RESPONSIBLE PARTY	FOLLOW UP TIME FRAMES AND ACTIONS REQUIRED
2-10 St James Street				
12-20 St James Street				
2-4 High Street				
7-17 High Street				
39-41 High Street				
St James Street Station				
4-32 High Street				
19-37 High Street				
7-23 St James Street				